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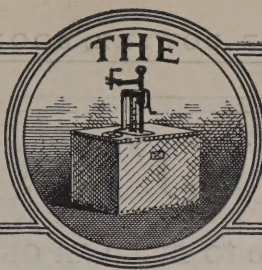








# BOWSER



# BOOMER

Vol. VIII

January 6th, 1913

No. 1



May 1913 have **EVERY**  
Bowser salesman listed as  
Pacemaker.

#### 1913 SUCCESS MOTTO

Don't grumble, don't bluster,  
Don't dream and don't shirk,  
Don't think of your worries, but  
Think of your work;  
The worries will vanish, the work  
Will be done;  
The man sees his shadow who faces  
The sun!



## HAPPY NEW YEAR

**A**RE you listed? If you are be a Repeater. If not, Resolve to get there in 1913. This is a big business of big opportunities for industrious salesmen. Among you are men who have brilliant sales records. We appreciate this, we realize also that all cannot be leaders. The persistent boys who with enthusiasm and determination, fail to reach the front though they manfully strive, do not escape our admiration and esteem. We hope in the New Year however, that every Bowser Salesman may be listed a Pacemaker.



# NOTICE

We are not yet able to make an official announcement of the following Contests as all figures are not compiled.

## BRONZE TABLET RACE

### Branch Office Contest for Loving Cup

### List of Fifteen High Men

Our statisticians are rushing the work as fast as possible and will give us the finals in a few days.

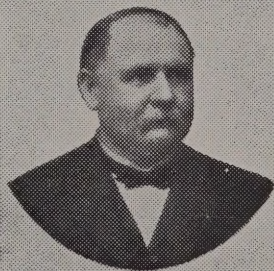
We will publish them in the Boomer as soon as received.  
Watch for Special Edition.

### MR. BOWSER IN THE ROLE OF SANTA CLAUS.

(President Remembers Every One of His Twelve Hundred Employees.)

At five o'clock in the afternoon of the 24th, all of the employees of S. F. Bowser & Company were requested to gather in the large assembly room to receive a gift from the Company. This has been Mr. Bowser's Christmas custom ever since the firm was started, twenty-seven years ago, and although the concern has grown to immense proportions, Mr. Bowser still enjoys greeting each one of his employees personally.

After a very neat speech in which he expressed sincere appreciation to every person connected with the firm for the intelligent and faithful services rendered, he presented them with a bank note, to which was attached a card upon which was printed the season's greeting.



The Successes or Failures of Yesterday are but memories; the Tomorrows are our Hope; but Today, the past and the future blend with thoughts of "Peace on Earth, Good Will toward Men."

May this idea and the enclosed give some slight expression of our appreciation of your services with the Company.

Christmas 1912

S. F. Bowser & Co., Inc.

In Mr. Bowser's remarks he made some very interesting statements of the year's business. It has been a most prosperous year for the firm, having done over a Three Million Dollar business during the past twelve months. There is now over a Quarter of a Million Dollars' worth of business in the factory, which alone would keep the big plant busy for several weeks in the New Year.

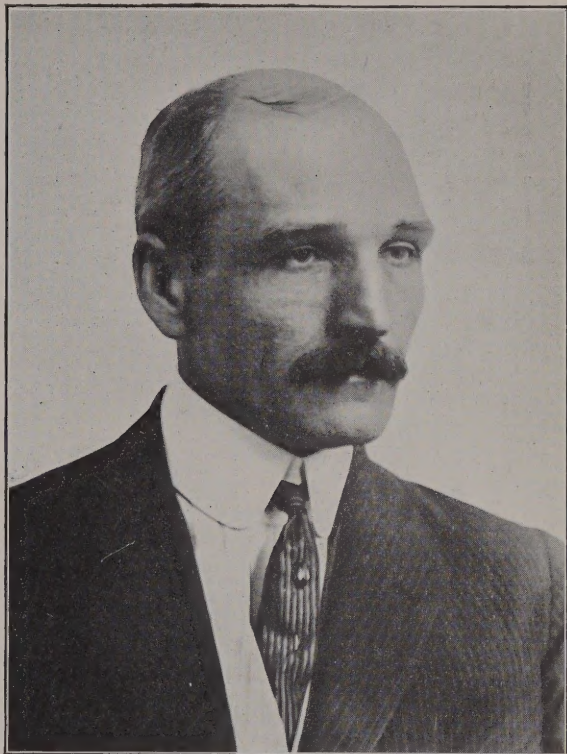
The Company has received several large orders during the past few months, one of these orders alone will require forty-six railroad cars to deliver it.

Never has the Company gone into a new year with brighter prospects or a bigger business on its books than it does in 1913.





G. H. SCHNABEL,  
Member Pacemakers Club, Chicago Dist.



E. L. MILLIRON  
Member Pacemakers Club,  
Fort Wayne District.

Mr. George Schnabel secured the order that made him a Pacemaker December 30, and entered the club with 510 points to his credit.

Mr. Schnabel has only been with us since May 24th, 1910, but he rapidly earned our esteem and respect that we look upon him as one of our old friends.

He is at present traveling in Wisconsin, where he has done an excellent business and the finish he made for the club is nothing short of phenomenal.

We are indeed pleased Mr. Schnabel to greet you as a pacemaker and we hope you will be successful in living up to your slogan, "Once a Pacemaker, always a Pacemaker."

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#### ADVERTISEMENT.

**With a Good Sauce You Would Hardly Notice It.**

A new grocery opened its doors for business Saturday. The building has been overhauled and Bowser Pump installed and presents a very appetizing appearance.—(S. D.) Starr.

◎ ◎ ◎

Every good salesman is an optimist. Every good buyer is a pessimist.

Mr. E. L. Milliron has secured the honor of being elected to the club and came in with over 600 points to his credit. He made a wonderful finish sending in over \$10,000 in business during the last week.

Mr. Milliron's name is not new to our list of prize-winners as he has often distinguished himself in our sales contests, although he did not enter our service until May 15, 1909, he succeeded in securing his name on the loving cup contested for that year.

In the next year, 1910, he finished the contest then running, in the "A A" class; in 1911, he finished in the "A" class; and this year he is a pacemaker. This is indeed an enviable sales record and we take this occasion to especially congratulate Mr. Milliron on his good standings.

We trust that your fame, Mr. Milliron, may never grow less and that you will be successful in perpetuating your name among our "winners."

◎ ◎ ◎

You can't grow turnips unless you plant the seed.



# The Bowser Boomer

PUBLISHED WEEKLY BY

S. F. BOWSER & CO., Inc., FORT WAYNE, IND.

Edited by C. H. DAVIES

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS EMPLOYEES

JANUARY 6, 1913

Did you do your's early? So did we. It is wise; it is thrifty; it is kind.

• • •

Several days before this issue of the Boomer reaches you, the achievement of 1912 will be a matter of history.

What makes the year's history? If we were to compare the history of one year with another, we would discover many similarities as well as many variations. In this year of 1912 we are advised by the Government statisticians that the facts now at hand indicate that we have produced the largest crops in the nation's history. Hence we have this year made the greatest increase in the wealth of the country. We come to these closing days of the year enjoying an era of unbounded prosperity. What could be more indicative of this, than the fact that we have passed through a Presidential election, without the slightest disturbances to business? Today we are confronted with the greatest car-shortage in the history of American transportation. On every side we observe enforced activity. Truly the wheels of prosperity are going forward at a rapid pace and give promise of increased momentum as we proceed into the new year.

• • •

We have been selling quality pumps and tanks for nearly thirty years on a quality basis, and after all these years of experience we may be pardoned if we feel competent to say very positively that "Quality is best Policy."

• • •

The man that cannot feel a live interest in the work he is doing has no particular room to kick if his employer fails to take a luke warm interest in his welfare and progress.

## LITURGY AFTER SIX WEEKS OF SHOPPING.

Forgive us our Christmases as we forgive those who have Christmassed against us.—M. T.

• • •

To much good nature is bad for all concerned. Good natured people are worked to a standstill by the designing.

It takes molasses and vinegar to run a business—molasses to encourage, vinegar to correct.

• • •

Now that it is all over and we have forcibly expressed ourselves in favor of the Pacemakers' Platform it behooves us to pause, to stop and consider just what the consequences will be.

President Crandall has never been considered an out and out radical and there never has been a trace of jingoism in his speeches. We believe his reform measures merely indicate the trend of Public opinion.

The particular business interests of the country which will be first effected by the onward march of the new Pacemaker Party have seen the handwriting on the wall for some time and no doubt at the present time are completely prepared to cordially meet them in the new year.

Therefore if Mr. Pacemaker ignores the tariff as he should and directs his attention to the ten billion dollar crop which has just been harvested and to the trail of gold which it is leaving in its wake he will remove the last vestige of doubt regarding the business outlook and Pacemaker Progress the coming year a Banner year in our commercial history.

• • •

All of us should demand and insist upon having the highest grade of service. Good service means a high grade of men, and high grade men mean high salaries.

## IN KANSAS.

One night a couple of traveling salesmen arrived in a small Kansas town and found the hotel crowded. Not a room was to be had.

"I hate to disaccommodate you, gents," said the hotel proprietor, "but even the pool table's occupied. But, see that old church across the street? I bought it to build a new hotel on the site. If you don't mind, you can go over there and sleep in the pews. They're upholstered, and they ain't bad sleepin' at all."

The tired pair decided to try it.

About 1 o'clock in the morning the hotel proprietor was awakened by the loud clanging of the church bell. He got up, roused the porter and told him to find out the trouble. In a few minutes the porter came back. "Well,?" asked the owner, excitedly. "Party in pew twenty-six wants a gin ricky," was the answer.





**S. F. TAYLOR**  
Member Pacemakers Club  
New York District.

New York is indeed fortunate in adding Mr. S. F. Taylor to their Pacemakers' delegation, who joined the club December 17, with his order 220, which gave him 501 points to his credit.

Mr. Taylor came with the firm May 6th, 1907. In these five years he has served in various capacities; General Sales Manager, Special Factory Man, Government Representative and General Salesman.

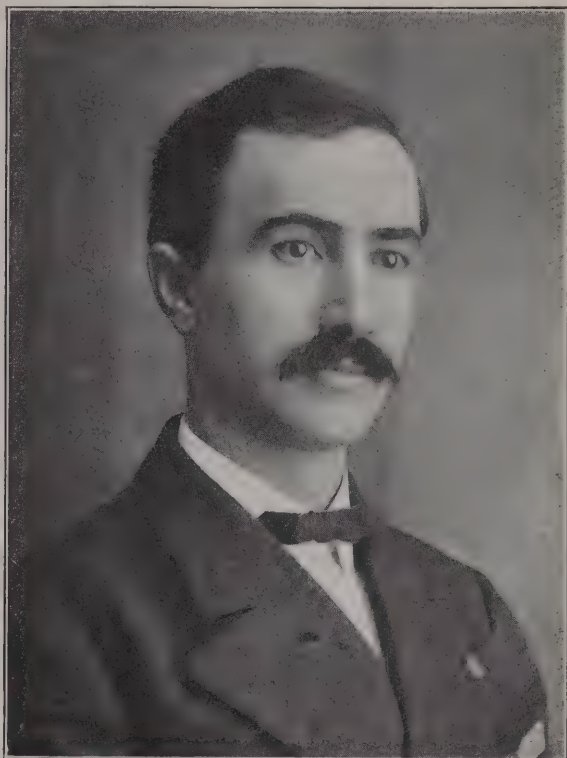
Mr. Taylor is one of the world's greatest authorities on the Bowser Line and how to get Government and Factory business. He looks the part and has the character to back up his lithographs.

He is a ready order writer and interesting speaker, and we look forward with much pleasure to having him with us at the convention.

Mr. Taylor, we congratulate you on your success, and wish you continued prosperity and progress.

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We never realize how little we are understood by our friends until we contemplate the presents they give us at Christmas.



**GEO. CORNELL**  
Member Pacemakers Club,  
Minneapolis District.

On December 11, Mr. Cornell sent us his order No. 713, which made him a Pacemaker with 503 points to his credit.

Mr. Cornell is an old timer with us, having entered our employ in 1906. During his seven years of service he has won many honors in sales contests. Last year he finished in the "A" class.

Mr. Cornell has always been a steady, consistent producer and we are particularly pleased to have him join the club.

Mr. Cornell we appreciate the efforts you have put forth and hope you will fully enjoy the fruits of your labors. May you long continue with an increasing success each year.

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### **SUCH IS LIFE.**

"Oh, wad some power the giftie gi'e us  
To see oursel's as ithers see us!"  
But when some friend essays the task  
To grant the gift, we humbly ask,  
We pour upon his luckless pate  
No thanks, but—everlasting hate.

E. L. RUSSEL.



W. D. DARDEN,  
Member Pacemakers Club, Atlanta Dist.

On December 16 Mr. W. D. Darden secured his order 343 that made him a Pacemaker. Mr. Darden has been connected with the sales force of the Atlanta district since February 22nd, 1911. Last year he distinguished himself by finishing in the "AA" class receiving a cash prize. We are delighted to have him with us again this year as a prize winner and he deserves special recognition for the "confirmation."

Mr. Darden, we know you will feel at home while here and wish to assure you your visit is indeed a pleasure to us.

We trust that your consecutive record as a prize winner will never be broken and that we may often have the opportunity to record you among those present at our conventions.



The man that clogs the wheels of progress hurts himself a whole lot more than he interferes with progress. It is too much like trying to stop railroading by standing on the track.



A. L. BYRD,  
Member Pacemakers Club, Atlanta Dist.

Mr. A. L. Byrd succeeded in securing membership in the club December 16 with 502 points to his credit.

Mr. Byrd came with us August 20th, 1909, and has been very successful. He is a salesman of marked ability and is an enthusiastic worker.

It is reported that he has a hypnotic whistle which charms a prospect into putting his autograph on the dotted line. While we know Mr. Byrd can whistle most charmingly we have no knowledge of its hypnotic power. We will have to investigate this at the convention.

Mr. Byrd, we congratulate you upon becoming a pacemaker and are pleased at your achievement. We wish you continued success and may you return many times a Pacemaker.



The old saying about a stitch in time saving nine may be true yet, but an equally important thing is the fact that we make a whole lot more than nine stitches now in less time and with less work than it used to take to make one.



# PINK SHEET

## THE BOWSER BOOMER

Vol. VII

SPORTING EDITION

No. 38



A FEW OF OUR CHAMPION BOWLERS

### Special Musical Notes

The "Boiler Shop Quartette" will give a rendition January 8th. Watch for the first and second base make a triple play with: 1st—"The Galvanized Bucket." 2nd—"The Riveted Bucket." 3rd—"The 3-16 Gauge Bucket." All three Buckets will be on exhibition after the song.

#### SPECIAL NOTICE.

For the benefit of the sports who want to play pool with Kelley, the committee has reserved tables at the Brunswick Parlors, No. 107 E. Main street, second floor, for the entire evening of January 7th, for the exclusive use of the Bowser men. Home employees are invited to participate provided they allow the salesmen to win enough games to keep them in good humor. Remember—Visitors, and especially Pacemakers, must be humored—they are peculiar animals and rare.

#### KEEP IT DARK.

On Wednesday evening there will be a four-round go pulled off over the barn, the scrapers being the Heavy-Weight Champion of Cuyahoga County, Ohio, T. Cadwaller Potts, and the Memphis Spider, J. Thehosaphat Smith.

Get your tickets early from the sporting editor, quietly slipping him two bucks and if you don't like the show, don't ask for your money back, take it out on the pugs. You can kill 'em for all we care.

The Convention Committee on Sports are E. J. Little and C. H. Davies. Please vibrate all sporting sensations to them or their deputies, Harry Bowser, Tom DeVilbus and Tom Craigg.

## DOPE

A Sporting Edition—That's what we've been waiting for all these months. We, the committee on sports, believe that every edition of the Boomer should carry with it a pink sheet devoted to baseball, horse racing, pool billiards, bowling and all the other things which naturally interest high-class salesmen and which seem entirely ignored by the salesmanagers in their daily letters and telegrams. We, the committee, realize that the salesmen are not interested in tanks, pumps, foot valves, etc., but that they are vitally interested in what salary Frank Chance will get for leading the New York Americans, and also how many players Johnny Evers will get from Garry Herman for letting Joe Tinker manage the Reds. That's the kind of news salesmen are interested in. We know it, so why not give it to them in the Boomer and instead of their sitting around barber shops reading the Police Gazette all the morning (preferably a daily you understand) and they can get all the news in which they are vitally interested while their breakfasts are being brought up to the rooms. We leave it to Clarence Carpenter if we aren't right.

## PACEMAKERS, ATTENTION!

Be prepared to hear some phenominal stories about hunting. Some of our highest officials have been to the woods this year. We haven't had to stand for the stories because we are wise to them and have sidestepped, but we are informed that they will be turned loose on the unsuspecting Pacemaker. When you hear one of them just pull out your watch, and say, hurriedly, that you were requested to call at the Boomer Office to sit for a picture. We will lie for you, if necessary, under the circumstances.

Some people become so obsessed of a game they have learned but recently that they will become fightingly resentful if any one should attempt to uphold the credit of another game not at all in argumentative comparison which has held its devotees for generations and makes a fair bid to hold them eternally. We mention this in connection with a smokers' contest we will have between C. C. Barnett, J. D. Gumpfer and W. G. Zahrt.



OH! SHUCKS! IT seems like a year until the convention comes.

## EXCITING! EXCITING!

The checker championship will be pulled off in the meter room Thursday forenoon. Get your entries in early. We now have entries from Wallie Armstrong, Clint Carpenter, Klotz and Merickel.

We understand the rules provide that no talking is allowed from the time the bell rings to start until the championship is decided. That settles Wallie and Clint. Any more entries?

## BOWLING

This is to notify the Sporting Fraternity that on Tuesday evening, January 7th, six bowling alleys at the Metropolitan Alleys, E. Wayne street, will be reserved the entire evening for the exclusive use of the Bowser men, including the employees of the Home Office and Shop.

The committee respectfully suggests to the Home employees that they hold back a little, that is, give the salesmen a chance to win about twenty per cent of the games, as they can't bowl very well. That's the way we always do when we play pool and billiards with Rod. Handsome Jack and the other half-baked pool players.

P. S.—The committee will have no time this year to play pool, we're too busy, so go as far as you like on challenges.

## BIGGER AND BETTER THAN EVER

Those who were happily disappointed at the convention last year may have an opportunity to be thrillingly satiated on Jan. 7th. Larger track, more sensational turns, more natural hazzards and just as many things to hit. Promising indeed. Go to't.



When the treasurer tells one of his inimical stories during the convention, don't say you laugh every time you hear that once. And don't compliment him on his memory. In past years he has become very irritable on that point, and it is a part of diplomatic salesmanship to look pleased.

N. B.—This is important as he gets awfully tight on remittances after the boys leave unless they all laugh heartily at his stories and its ——— trying to get remittances through.

### BAROMETER OF TRADE.

"Oh, yes," remarked the grocer at Blountville, "business in this here neck o' the woods is a blamed sight better 'n it was."

"Notice it every day, can't you," replied the Bowser salesman.

"Can every night; there hain't a quarter as many shavings and whittlings left on the floor at closin'-n-up time as there was durin' the panic year on nineteen seven."

◎ ◎ ◎

Men who wear green hats are not necessarily regular green-goods men—though most of them look it.

### HIS HILARITY.

I puff my pipe in manner gay,  
And like the snipelet toot my lay,

I wildly trip and sing care free,  
The while I skip the tra-la-lee.

Oh, I am full of joy intense,  
E'en as the bull that clears the fence;

Because I'm a Pacemaker today—  
And get the "fifty" hip-hip hooray!

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While at the Convention don't fail to ask S. B. B. and Tom DeVilbiss how they liked the election. You might ask A. Z. also how he voted.

P. S.—Be sure they are in a good humor before you ask them.

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"So you are really a cowboy from Texas?" exclaimed the romantic young lady. "Why, you are not a bit picturesque."

"I'm sorry," replied Morris, "but you see I have been too busy making the club to study that."

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One of the dangers of the age is the coddling of our young men.

The besetting sin of this generation is extravagance.



### TRIALS OF A NOVICE.

ANGLER.—Hush! Keep back! Keep back! I had a beautiful rise just then. I shall get another directly.  
He did.—Punch.

The Fort Wayne General Office hereby issues a challenge, officially and in due form for a two-men team bowling match, five games, total pins open to any of the Pacemakers who are foolish enough to try to beat the home team.

So as not to scare off all the bowlers we hereby announce that this committee will be too busy during the convention to do any bowling, so come over, Eggleston, this gives you a chance.

In order to give the Atlanta crowd one chance to make a point at sports, we have arranged a tennis match on the roof of the Boomer Building, between H. W. Brown and Tommy Craig, the latter representing the General Office. That's about the only chance we see for them, and for all we know that may not be a cinch as we haven't see Brown perform for two years.

Now that we have located Mr. Bechtel will you kindly page W. R. Hance so that we can get this "World's Pool Playing Championship" matter settled.

G. H. S. now butts in with, "once a Pacemaker always a Pacemaker" for a slogan. It "listens good" to us.



## SPECIAL NOTICE

All bets are to be paid promptly at 9 o'clock each morning at the well known building herein shown.

### HELP! HELP! HELP! VOLUNTEERS PLEASE.

Who will volunteer to take care of the Big Bull Moose Rodinsky from the Lone Star State on the pool table? The Committee is busy so we must have a volunteer. Get together boys and if you can't handle the old boy come to us, we have a very dark one under cover in the office. We would rather not spring this one unless it's absolutely necessary.

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### DONE ON PURPOSE.

"Those Pacemakers are habitual winners aren't they?"

"Well, I would call it systematic rather than habitual."

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Bleecker, the deserter of the Fort Wayne District who helped Mr. Hance win the Cup, has filed with the Committee a challenge to play any Pacemaker in the States, a game of three cushion billiards for a full book of 1912 Pacemakers' Coupons. Now watch Atlanta come to the front.

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### FINAL INSTRUCTIONS.

Wilding—"Now if I should see a moose, what should I aim for?"

Guide—"Aim for his eye first; then aim for home."

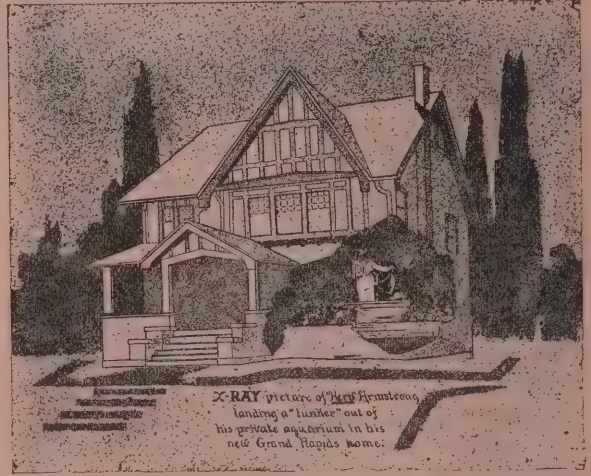
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Remember please, no loud talking in the boiler shop. Our workmen must have their attention riveted to the tanks.—(Editorial Note: There is dissension in the editorial staff, one-half of the total staff refuses to stand for this rotten old joke).

## THE RULING PASSION.

"Nine o'clock, is it?" said the grocer as he looked at his watch and prepared to close the store. "How short the days are getting."

"Short!" exclaimed the oldest inhabitant as he clutched his cane tighter and began to move toward the door. "I've lived here at the corners all my life, and to my absolute knowledge these are the shortest days we've had for fifty years."



Mr. Menibrakes had just been introduced to a Pacemaker.

"I am glad to meet you, Mr. Klymer," he said. "There is always a natural desire to meet a man when he becomes notorious. I mean, of course, in the public eye—as you are, that in spite of what his political enemies may say about him—and that's true, you know—not that it's true what your enemies say about you, but the general proposition—and I always believe in giving a criminal the benefit of the doubt—I'm not speaking of politicians, although they certainly are entitled to the same—that is, as a class, or, rather, not as a class, for some politicians are among our best citizens—nothing personal intended, I assure you—because if you give a dog a bad name—er—no reference to any particular one, you understand, and not wishing to institute any inviolous—don't you think, Mr. Klymer, it's time for the Sox to be getting a few players that can hit the ball?"

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All good men do not go to church, but in selecting employes I would rather take chances on a church club than on a lid club.





**T. F. McWATERS,**  
Member Pacemakers Club, Atlanta Dist.



**H. E. DOBSON,**  
Member Pacemakers Club,  
New York District.

All the world admires a man that can "come back." Mr. T. F. McWaters of Atlanta, who finished in the "A" class last year and attended the convention as a prize winner, comes back this year as a prize winning Pacemaker.

Mr. McWaters is well deserving of the honor he has secured and we look forward with much pleasure to his visit.

We enthusiastically greet you, Mr. McWaters as a Dixie Pacemaker and wish you continued success.

#### **HOLIDAYS AND RESPONSIBILITIES.**

All the year around from New Years day when we all resolve to work harder to Christmas, the annual festival of care, life is one long revel of responsibility. Responsibility of becoming a Pacemaker. Holidays are simply a time to get over having lived a year in, and to wonder if we can live another and become a Pacemaker.

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Occasionally, right among some of the new-fashioned machines and equipment, we come across a lot of the regular old-fashioned stubbornness, which goes to show that we have altered our mechanics more than we have our human nature.

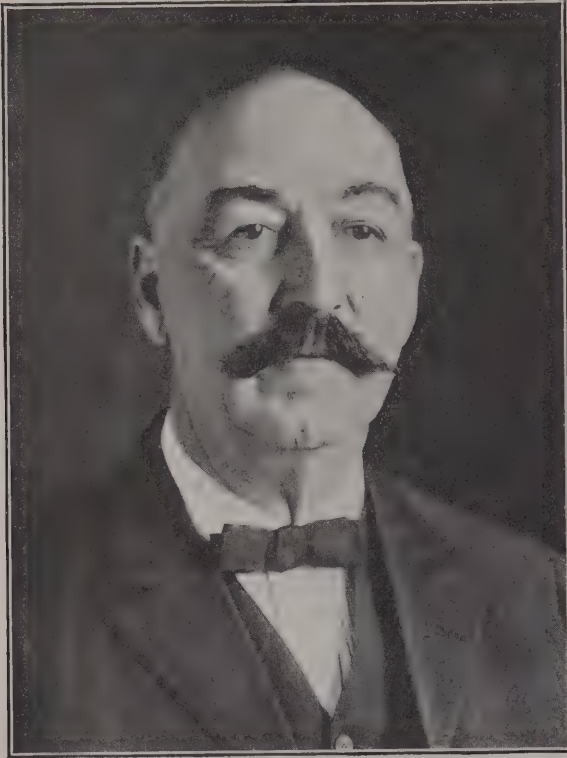
Mr. H. E. Dobson succeeded in making the club at the eleventh hour. A nice little 170 point order on the 20th gave him the required points and a goodly number besides.

Mr. Dobson is not new at prize winning with us. He has been a successful contestant in many of our previous contests. In 1908 he took first prize in garage sales, although he did not enter our employ until April of that year. He had the honor of having his name engraved on the loving cup contested for in 1909. Last year he finished in the "A" class and received a cash prize. Following these achievements up by becoming a Pacemaker this year is certainly rounding out his record.

Mr. Dobson, we admire your consistency in prize winning, and hope you may continue to be listed among "those present" at our conventions.

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Remorse: That feeling one has when he don't make the club; and all the world knows it.



J. M. DAVIS  
Member Pacemakers Club  
San Francisco District.

Mr. J. M. Davis secured membership in the Club with a sensational finish and has joined the Pacific Coast Delegation to the convention.

Altho Mr. Davis has only been with us since April 5th, 1910, he has clearly shown his sales ability by securing an excellent business from the first day he started.

Mr. Davis has made quite a record this year in getting C. W. O. His per cent. of sales in this regard runs quite high; another ability for which he is gaining fame is his sales of Cut 241. He has certainly sold his share of them this year.

Boomer congratulations J. M., are not merely the formal conventional kind. Our wishes for your continued success are sincere.

Our compliments! We trust you may long be with us.

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#### IMPOSSIBLE.

"Porter, this berth has most certainly been slept in."

"No sah; I assure you, sah. Merely occupied. It's the one over the wheels, sah."



F. H. OLDS,  
Member Pacemakers Club,  
San Francisco District.

Mr. F. H. Olds, who has just joined the Pacemaker delegation from San Francisco, is an old time prize winner of ours. We are mighty glad to have him join the club this year and add another nich to his record of winnings. In 1909 Mr. Olds finished third in garage sales for the year, and was the first name in San Francisco District to be engraved on the loving cup that year.

In 1910 he was doing special work and was not eligible in the sales contest that year. In 1911, however, he again had territory and finished in the "AA" class, winning a cash prize.

To secure membership in the club this year is a very fitting "come back" and we congratulate you, Mr. Olds, on your splendid run of success, and hope it may long continue. We are going to call on you for a recitation of some of your sales, so we all may learn your splendid system of sales engineering.





MR. F. L. JONES  
Member Pacemakers Club  
Chicago District.

Mr. F. L. Jones, of the Chicago District, has secured membership in the Pacemaker Club. He has put forth a very consistent effort and has earned the honor. Although he has only been with us about two years we soon learned to greet him as comrade and know him as a friend. We appreciate your work Mr. Jones, and are pleased to address you as a Pacemaker. Your achievement shows you have ample girth measure in the cerebellum as well as elsewhere. May you long be with us and enjoy an increasing success each year. Come right in Mr. Jones, the water is fine.

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Bowser goods are well advertised but don't take it for granted that the prospect knows all we have told him in our ads, and what you said to him before. Emphasize the obvious.

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In youth we are hemmed in on one side by superstition, on the other by prejudice. The rest of one's life is passed in combating the first and recovering from the effects of the second.



GEO. HARLEY  
Member Pacemakers Club  
Toronto District.

Mr. Geo. Harley, of Nova Scotia, has joined the Pacemakers' delegation from Toronto, having secured membership with a good margin of points to spare.

Altho Mr. Harley has been with us but a couple of years he has become quite prominent due to his excellent sales record. He finished last year in the "A" class and during that year took one or two prizes in local sales contests. He was also one of the winners in this year's Toronto Hat contest.

Mr. Harley is a very consistent worker and follows his success with even greater effort. It is these tactics that enable him to "come back."

We especially congratulate you, Mr. Harley, on your success and the entire organization extends to you their best wishes for your continued success.

#### INFORMED.

Traveling Man—What sort of a hotel's the Palace? American or European plan?

Bus Driver—American plan b' heck! I knowed the architect m'self—Pete Tuttle over on Main street yonder.



**E. P. DOLAN**  
Member Pacemakers Club  
Dallas District.

Mr. E. P. Dolan, of the Dallas District, made a finish for the Club that was indeed sensational.

Altho Mr. Dolan has only been with us since July 29, 1909, we have learned to look upon him as one of our old reliables. He makes New Orleans, La., his headquarters where he has been located for about two years. That his efforts have been met with an increasing success is evidenced by his membership in the club.

New Orleans, under Mr. Dolan's care is rapidly regaining the prominence for business it had fifty years ago before the surrounding country was so thickly populated.

Bowser business has greatly improved last year over any preceding year. We appreciate such progress and rejoice in salesmen like Mr. Dolan.

We hope sir, that you will live many years among us and continue to exert your good salesmanship. You deserve to be congratulated on your achievements this year and we wish you continued success.

Our hats are off to you!

### H. G. GRANGER COMING.

December 31, 1912.

The Export Department received a cablegram yesterday reading as follows:

"Sailed for New York December 28th; will arrive in Fort Wayne January 6th.

Signed: H. G. GRANGER."

Mr. Granger just closed a very successful Auto Show in Paris, France, and no doubt is coming here with his clothes lined with orders.

This is Mr. Granger's first trip to the factory, and we are all very anxious to confirm the friendship formed through correspondence.

NOTE—Boys, this is a good opportunity to brush up on your French.—(Ed.)

We wired for Mr. Coddington's portrait but did not receive it in time for reproduction in this issue. It will appear however in our next number.

**R. CODDINGTON,**  
Member Pacemakers Club,  
San Francisco District.

Mr. R. Coddington, of Denver, secured membership in the club December 20th, with 509 points to his credit.

Mr. Coddington came with us April 5th, 1910, and always has been a good producer. In 1911 he finished the year in the "A" class, having secured 100 per cent of his quota. Although he had some very bad territorial conditions this year he succeeded in becoming a Pacemaker, which is evidence of his ability and a persevering, enthusiastic disposition.

Mr. Coddington, your work is a credit to you and your district. We congratulate you upon your victory this year and hope we may have the pleasure of following it with a million more in years to come.

© © ©

WISDOM: "Because you have always done things a certain way is no reason you should continue to do them that way," says H. F. J. Porter, prominent New York Industrial Engineer and Secretary of the American Association for Promoting Efficiency. "In fact, it may be a good reason for changing to a more modern method."





**E. J. MURPHY,**  
Member Pacemakers Club,  
Toronto District.

Mr. E. J. Murphy, of the Toronto District, secured membership in the club December 21, with 504 points to his credit.

Mr. Murphy is considered one of our old standbys, having come with us in January, 1907. In 1907-1908 Mr. Murphy won several monthly sales prizes and in 1909 his name was among those from Toronto to be engraved on the loving cup, contested for that year. In 1910 and 1911 he secured better than 90 per cent of his quota, but in 1912 he has eclipsed them all by becoming a Pacemaker.

We wish to particularly welcome you, Mr. Murphy, as this is your first visit to the factory. You have selected a very auspicious occasion for your call and we hope you will be with us at every convention hereafter. Here's success to you.

Sufferer—I have a terrible toothache, and want something to cure it.

Friend—Now, you don't need any medicine. I had a toothache yesterday, and went home, and my loving wife kissed and so consoled me that the pain soon passed away. Why don't you try the same?

Sufferer—I think I will. Is your wife at home now?



**R. O. SNYDER**  
Member Pacemakers Club  
Atlanta District.

Mr. R. O. Snyder succeeded in securing membership in the club with 503 points to his credit. Mr. Snyder travels in North Carolina where he has done a phenomenal business. Securing 503 points in seven months and five days is indeed an accomplishment and Mr. Snyder deserves special recognition for the remarkable business.

The fact that he finished last year in the "A A" class in the contest then running clearly indicates his ability as a salesman.

Mr. Snyder, we congratulate you on your youth and energy and eminent success. In this brief reflection upon your record we cannot do you justice. We can only wish you a continuance of your success.



#### WE DON'T PERMIT SIDELINES BUT—

If you are in need of a first-rate packer to crate your Pacemaker Prizes we can recommend J. Roy Matlok. During Christmas time he packed some granite-ware for John Handy, which was sent out to Colorado and John said, "not a piece was found broken on arrival of goods."

### AN INTERESTING INCIDENT.

The following incident was told to us yesterday by one of our old salesmen and said the telling of the little story had been the means of closing quite a few orders. The story follows:

When I got off the train at this small western town, which boasted of five stores, a hotel and school house, I had ample time to size up the situation before the stores were open for business, and after my breakfast, accompanied by my ever constant companion (my sample case), I started out with a view of getting the first merchant who unlocked the store door.

While standing in front of the hotel I picked out the best looking store, feeling sure that they had a Bowser outfit, and as has always been my custom to call on the users first, I began to wish for the sight of the owner. I had only to wait a short time until the door was opened, and in I went.

When I reached the front door, the proprietor came towards me from the rear extending a hand with the familiar greeting, "Hello Bowser." It was quite evident that he recognized the grip I carried, and was either a good prospect or a satisfied user. I had never visited the town before, so I knew he recognized the grip and not me.

His greeting was so cordial that I opened up on him with the statement: "Well, how's she workin'?" He immediately took the cue and his answer was so satisfactory that I asked if I might use his name as a recommendation in calling on the other merchants. At this request, he smiled good naturedly and said: "Do you know that by installing a Bowser tank in my store that I lost ten or twelve of my best customers?"

This statement gave me sort of a cold chill, but I was game enough to ask the reason, and following is his explanation as near as I can remember, and which I have used repeatedly with good success:

"About a year before I bought my Bowser tank a friend of mine—a merchant in a neighboring town—and myself bought a carload of crockery. We bought this carload very cheap

and we don't say much about it now because we got the worst of the bargain. In this car were a number of jugs of different sizes and the jugs that did the work for me were those stamped  $2\frac{1}{2}$  gallons.

"A great many jugs are used by my farmer customers for coal oil, and as I sold the jugs to hold  $2\frac{1}{2}$  gallons I had been in the habit of putting these jugs under the faucet of my old tank, filling them and charging the farmer with  $2\frac{1}{2}$  gallons.

"After I purchased my Bowser, the clerks, as well as myself, found a great deal of pleasure in working the handle, and I guess the first  $2\frac{1}{2}$  gallon jug came to me. I put one gallon in it and then another gallon, and then set the little stop for a half-gallon. I worked the handle very slowly, because I wasn't sure but what the jug would be short measure.

"When I saw that the  $2\frac{1}{2}$  gallons wouldn't fill the jug, I began to look for a leak in the bottom of the jug. Then I emptied the jug and tried it over. This jug held almost 3 gallons.

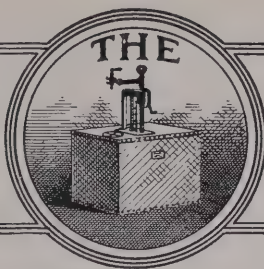
"I then cautioned the boys about these jugs, and when we filled them for the farmers we charged them with the exact amount as shown by the pump. A number of my customers noticed this extra charge, and thought I was cheating them. They did not tell me this at the time, but simply quit trading with me, and went to the other stores where they didn't have Bowser tanks.

"It didn't take me long to learn why my customers were leaving, and I asked each one to come to the store so that I could show them and explain to them that with a Bowser pump I was protecting them and at the same time protecting myself. After this explanation every one came back, and you can see from the size of my store that I am still doing business, so you can see that my Bowser pump not only lost me trade but increased my oil business. Just think what I was losing when I was giving those farmers three gallons and over when filling a  $2\frac{1}{2}$  gallon jug, when I paid 16 cents for oil and sold it for 18 cents."



# CONVENTION EDITION

# BOWSER



# BOOMER

Vol. VIII

January 8th, 1913

No. 2



Shake; Pard!

## Officers of Pacemakers' Club 1912



PRESIDENT W. V. CRANDALL  
San Francisco



VICE PRESIDENT T. H. RHODES  
Toronto



SECRETARY A. ANDERSON  
Toronto



TREASURER G. A. STEELE  
St. Louis



# 1912 Directory of the Pacemakers' Club

## MEMBERSHIP LIST

### PACEMAKERS.

- 1—W. V. Crandall, President.....San Francisco
- 2—T. H. Rhodes, Vice President .....Toronto
- 3—A. Anderson, Secretary .....Toronto
- 4—G. A. Steele, Treasurer .....St. Louis

### DIRECTORS.

- 5—A. E. Moffatt .....Toronto
- 6—J. H. Armstrong .....Fort Wayne
- 7—W. C. Smith .....San Francisco
- 8—E. C. Ettinger .....Minneapolis
- 9—H. T. Purdy .....Atlanta
- 10—J. Theo. Smith .....St. Louis
- 11—Lewis Smith .....Boston
- 12—H. A. Leonard .....Chicago
- 13—W. W. Morris, Jr. ....Dallas
- 15—C. F. Comstock .....New York
- 14—A. G. Hartgen .....Philadelphia

### MEMBERS.

- 16—J. C. Olson .....St. Louis
- 17—C. M. Carpenter .....Boston
- 18—M. C. Benham .....Minneapolis
- 19—R. L. Duncan .....Minneapolis
- 20—James Ward .....Minneapolis
- 21—G. H. Reuben .....Atlanta
- 22—W. G. Chandler .....Atlanta
- 23—W. N. Deming .....Toronto
- 24—J. W. Merickel .....Toronto
- 25—A. E. Darling .....Minneapolis
- 26—E. F. Klotz .....San Francisco
- 27—E. J. Lovaas .....Minneapolis
- 28—W. Y. Robertson .....Toronto
- 29—A. D. Wyckoff .....Fort Wayne
- 30—Frank Laughrey .....San Francisco
- 31—J. P. O'Neil .....St. Louis
- 32—A. F. Todd .....Atlanta
- 33—H. J. Bradshaw .....Fort Wayne
- 34—T. C. Potts .....Fort Wayne
- 35—H. E. Bleecker .....Toronto
- 36—C. R. Eggleston .....New York
- 37—F. W. Devereux .....New York
- 38—M. C. Bramham .....Minneapolis
- 39—E. M. Caskey .....Chicago
- 40—J. G. Sterling .....Minneapolis
- 41—W. P. Shepherd .....Minneapolis
- 42—D. Ward .....Minneapolis
- 43—R. H. Sherlock .....Chicago
- 44—F. L. Jones .....Chicago
- 45—R. D. Leonard .....Fort Wayne
- 46—E. B. Gustorf .....Chicago
- 47—E. R. Bird .....San Francisco
- 48—F. H. Richardson .....Boston
- 49—J. A. Forsyth .....Toronto
- 50—George Harley .....Toronto
- 51—W. T. Simpson .....R. R. Dept.
- 52—J. D. Gumpner .....Atlanta
- 53—R. S. Johnson .....Fort Wayne
- 54—George Cornell .....Minneapolis
- 55—H. J. Jeavons .....Toronto
- 56—G. H. Schnabel .....Fort Wayne
- 57—E. L. Milliron .....Fort Wayne
- 58—S. F. Taylor .....New York
- 59—A. L. Byrd .....Atlanta
- 60—D. W. Darden .....Atlanta
- 61—T. F. McWaters .....Atlanta
- 62—J. M. Davis .....San Francisco
- 63—F. H. Olds .....San Francisco
- 64—H. E. Dobson .....New York
- 65—R. O. Snyder .....Atlanta
- 66—E. P. Dolan .....Dallas
- 67—E. J. Murphy .....Toronto
- 68—R. Coddington .....San Francisco

### PACEMAKERS CLUB LISTED BY DISTRICTS.

#### BOSTON.

- Smith, Lewis .....Director  
Carpenter, C. M. ....Member  
Richardson, F. H. ....Member

#### ATLANTA.

- Purdy, H. T. ....Director  
Byrd, A. L. ....Member  
Chandler, W. G. ....Member  
Darden, D. W. ....Member  
Gumpner, J. D. ....Member  
McWaters, T. F. ....Member  
Reuben, G. H. ....Member  
Snyder, R. O. ....Member  
Todd, A. F. ....Member

#### DALLAS.

- Morris, W. W. ....Director  
Dolan, E. P. ....Member

#### MINNEAPOLIS.

- Ettinger, E. C. ....Director  
Benham, M. C. ....Member  
Bramham, M. C. ....Member  
Cornell, George .....Member  
Darling, A. E. ....Member  
Duncan, R. L. ....Member  
Lovaas, E. J. ....Member  
Shepherd, W. P. ....Member  
Sterling, J. G. ....Member  
Ward, D. ....Member  
Ward, Jas. ....Member

#### ST. LOUIS.

- Smith, J. T. ....Director  
Steele, G. A. ....Treasurer  
Olson, J. C. ....Member  
O'Neil, J. P. ....Member

#### CHICAGO.

- Leonard, H. A. ....Director  
Caskey, E. M. ....Member  
Jones, F. L. ....Member  
Sherlock, R. H. ....Member

#### NEW YORK.

- Comstock, C. F. ....Director  
Devereux, F. W. ....Member  
Eggleston, C. R. ....Member  
Taylor, S. F. ....Member

#### SAN FRANCISCO.

- Smith, W. C. ....Director  
Crandall, W. V. ....President  
Bird, E. R. ....Member  
Coddington, R. ....Member  
Davis, J. M. ....Member  
Klotz, E. F. ....Member  
Laughrey, F. ....Member  
Olds, F. H. ....Member

#### PHILADELPHIA.

- Hartgen, A. G. ....Director

#### TORONTO.

- Rhodes, T. H. ....Vice President  
Anderson, A. ....Secretary  
Moffat, A. E. ....Director  
Bleecker, H. E. ....Member  
Deming, W. N. ....Member  
Forsythe, J. A. ....Member  
Harley, Geo. ....Member  
Jeavons, H. J. ....Member  
Merickel, J. W. ....Member  
Murphy, E. J. ....Member  
Robertson, W. Y. ....Member

#### RAILROAD.

- Simpson, W. T. ....Member

#### FORT WAYNE.

- Armstrong, J. H. ....Director  
Bradshaw, H. J. ....Member  
Gustorf, E. B. ....Member  
Johnson, R. S. ....Member  
Leonard, R. D. ....Member  
Milliron, E. L. ....Member  
Potts, T. C. ....Member  
Schnabel, G. H. ....Member

The following Pacemakers were unable to be here so the telegram below was sent to them by the President of the club:

R. S. JOHNSON, Fort Wayne Dist.  
E. R. BIRD, San Francisco Dist.

F. H. OLDS, San Francisco Dist.  
E. F. KLOTZ, San Francisco Dist.

R. CODDINGTON, San Francisco Dist.

## TELEGRAM

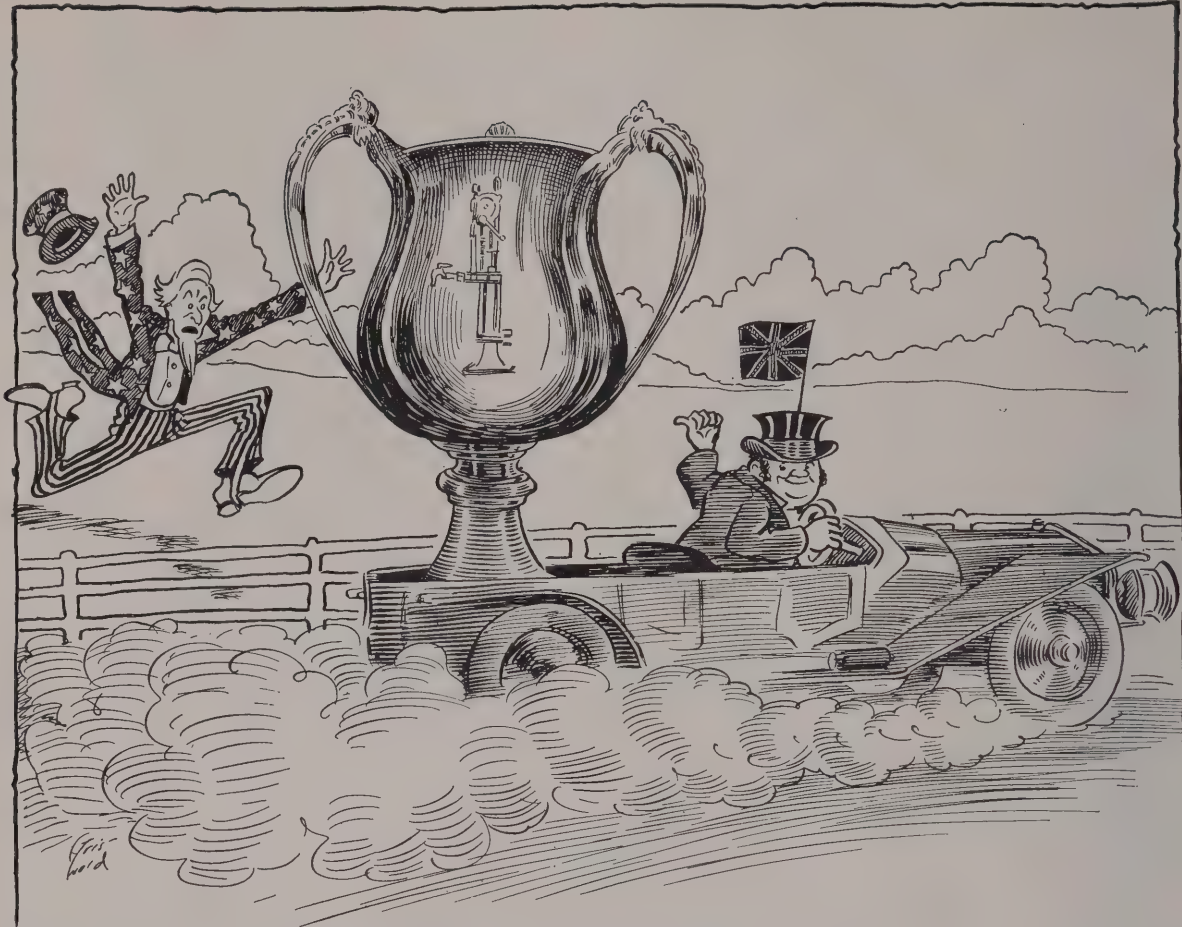
### PACEMAKERS IN CONVENTION

Fort Wayne, Ind., Jan. 7, 1913

The Pacemakers Club and it's members and the firm all join me in extending you our hearty congratulations for the grand showing you have made in the past year and tender to you the degree of honor making you a Pacemaker. We are sorry you could not be with us.

Your President,

W. V. CRANDALL



## TORONTO GETS THE CUP



Standing of Offices at the Close of  
the Race Dec. 31, 1912

TORONTO

---

SAN FRANCISCO

---

FORT WAYNE

---

MINNEAPOLIS

---

NEW YORK

---

ATLANTA

---

ST. LOUIS

---

CHICAGO

---

DALLAS

---

BOSTON

---

PHILADELPHIA

---



## 1912 FINISH IN THE RACE of **64CC12** FIFTEEN HIGH MEN

Volume of Business, Final for 1912.

- 1—Wyckoff, A. D. ....Fort Wayne
- 2—Johnson, R. S. ....Fort Wayne
- 3—Rhodes, T. H. ....Toronto
- 4—Armstrong, J. H. ....Fort Wayne
- 5—Caskey, E. M. ....Chicago
- 6—Moffat, A. E. ....Toronto
- 7—Crandall, W. V. ....San Francisco
- 8—Merickel, J. W. ....Toronto
- 9—Milliron, E. L. ....Fort Wayne
- 10—Deming, W. N. ....Toronto
- 11—Leonard, H. A. ....Chicago
- 12—Klotz, E. F. ....San Francisco
- 13—Dobson, H. E. ....New York
- 14—Smith, W. C. ....San Francisco
- 15—Benham, M. C. ....Minneapolis

The above is the list of the fifteen men whose sales were the largest regardless of lines worked.



W. R. HANCE,

Manager of the Toronto District, Winners of the  
1912 Loving Cup Contest

### The Cup Goes Across The Border

After a most exciting finish the great Loving Cup Contest came to a close with Toronto in the lead.

The Atlanta District won it in 1911 and have had possession of it during the past year.

Their loss in the race this year is responsible for the bomb throwing they attempted at the Minstrel show last evening.



E. M. SAVERCOOL,

Western Manager, San Francisco

The man who bet Mr. Little an opera hat that his district would finish second in the cup race. See announcement of this bet elsewhere in this issue.

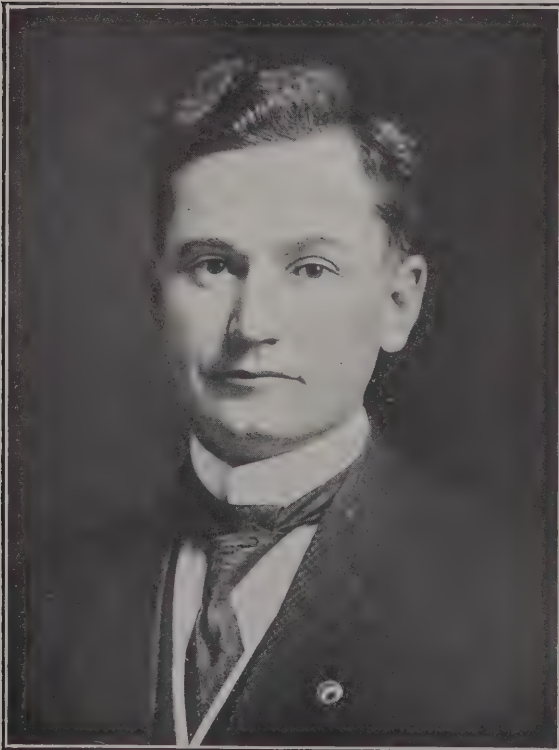
## TABLET CUTTERS



A. D. Wyckoff, Factory Salesman Fort Wayne Dist.



R. S. Johnson, Factory Salesman Fort Wayne Dist.



T. H. Rhodes, Gen'l Line Salesman Toronto Dist.

The Bronze Tablet which adorns the wall in the corridor of the main office upon which is inscribed the names of the three salesmen who secure the largest volume of business during the year will this year bear the names of the salesmen whose portraits appear on this page.

For the year 1910 they were:

R. S. Johnson

H. E. Bleecker

W. V. Crandall

— 1911 —

J. W. Merickel

E. F. Klotz

S. D. Stoddard

And in 1912 they are:

A. D. Wyckoff

R. S. Johnson

T. H. Rhodes



# The Bowser Boomer

PUBLISHED WEEKLY BY

S. F. BOWSER & CO., Inc., FORT WAYNE, IND.

Edited by C. H. DAVIES

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS EMPLOYEES

JANUARY 8, 1913

Hail! Hail! The gang's all here!

◎ ◎ ◎

Opportunity has knocked at our door and we let her in—hence this daily edition of the “Boomer.”

◎ ◎ ◎

If you don't have the time of your life while in this beautiful and hospital burgh, it won't be the Sporting Committee's fault.

◎ ◎ ◎

Judging by the enthusiasm displayed by the Pacemakers thus far this convention is bound to be a Red Letter event in the history of the organization.

◎ ◎ ◎

Every reader of the “Daily” is hereby appointed a contributing editor. Send in your “stuff” early and often.

◎ ◎ ◎

Manager Murray is asking for application blanks to the Club for all of his men this year. It looks as though the whole district turned out last year.

◎ ◎ ◎

From the Smith tribe came three directors. Who said there is nothing in a name? Long live the Smiths.

◎ ◎ ◎

Mr. Clarence Carpenter from the district of Beans and Culture always does things differently than other mortals and that is the reason why he came to the convention in an air-ship instead of by rail.

J. W. R.—“Do you know anything about traveling, Colwell?”

Colwell—“Yes!”

J. W. R.—“What is the best way to go to Philadelphia?”

Rodman—“In a hearse. Say, are you a traveling man?”

Taylor—“No; I am what you call an extemporaneous salesman. Do you know what that is?”

Rodman—“Sure! What is it?”

Taylor—“Why, I make sales and write them up as I go along. I had a rabbit sandwich today.”

Murray—“A rabbit sandwich! What's that?”

Taylor—“A piece of bread and butter with a hair on it. I got a dog that is worth \$1,500.”

Brown—“Oh go on! How could a dog save that much?”

◎ ◎ ◎

Our friend “Jake” Gumper from Florida; young and clipper as ever was on hand early.

◎ ◎ ◎

A. G. Hartgen director from Quakertown, is here with a smile.

◎ ◎ ◎

A. E. Moffatt, director from Toronto, who never lets a chance go by to attend our conventions was on hand.

◎ ◎ ◎

Jerry Rodman brought with him an innovation in the way of toothpicks which are now in vogue in Texas. His supply was limited and J. H. Armstrong got the last one.

◎ ◎ ◎

B. N. D. Milliron and R. D. Leonard was making auto drives thru Pennsylvania recently and upon coming to the edge of a town they noticed a small cement building in course of construction. R. D. Leonard was driving and as soon as Milliron saw the building he said: “Quick! Stop the car; ther's a garage going up there and I want to get the order for their tanks.”

Leonard stopped and Milliron piled out with his sample case, climbed over the fence and hiked ten rods over to the building.

He wasn't gone very long, however, and when he got back he didn't seem inclined to talk. After they had ridden some distance Leonard said, “Did you close the order, B. N.?” Milliron said, “No,” in a very surly manner. After they had gone several more miles Leonard again said, “When will they be ready?” Milliron said, “Ah keep still about that, they don't want a tank; that was a burrying vault they are building on the outskirts of the cemetery.”

◎ ◎ ◎

Pat Cashman says: It is more blessed to give a fair price than to receive inferior goods; also it is more profitable.

## Bowser School of Salesmanship

Daffy Building

Two Flights up

EINS-ZWEI-DREI System taught

### Faculty:

Prof. J. H. McConnell, - - Store Sales

Prof. Jack McConnell, Pub. & Pri. Garbage Line

Prof. Jim & Jerry McConnell,

Wet & Dry Cleaning Line

Diplomas given to everybody.

Gold Medals for sale

Everybody Graduates or Quituates

Paid Advertisement



## A Few Lines from Some of Our Boys Who did not Get Here

Providence, R. I., December 23, 1912.

To the Pacemakers Club:

Your letter regarding my standing in the Pacemakers Club received.

I am very sorry that I was not able to make a better showing in the contest as I fully realize that the benefits derived are mutual but I have the satisfaction of knowing I have worked hard and that my competitors have not secured all the business.

However, results are what count and that is why I will not be with you at the Pacemakers' meeting.

I heartily congratulate all the winners and wish to be remembered to them all as well as the executive force.

With best wishes for a Merry Christmas and a Happy New Year, I remain,

Very truly,

D. J. SEYMOUR.

December 29, 1912.

C. H. Davies, cor-secretary:

Fried Davies:—Yours of the 17th, came at hand O. K. on the 25th inst, Xmas day.

Personally, I presume I am far more sorry than anyone else because I am unable to attend the banquet—for I am the only loser. Adverse winds beset my course all season, but with my Auto-Hydroplane I shall get there in 1913 with POINTS.

Seriously, prospects for 1913, in my territory are doubly as bright today as one year ago and I expect to gather them in. I expended time and energy enough in 1912 but failed of "Results." 1913 will be different I believe.

My best and heartiest wishes to all at the Banquet—eat a small celery LEAF for me.

Yours for better Bowser business in 1913.

Respectfully,

A. B. CORNELL.



## Richardson's Closing Argument

Manchester, N. H., Dec. 13, 1912.

Early in the year Mr. Bowser wrote a letter to the boys, and I for one read it with a great deal of interest, and I trust profited by it.

I certainly agree with all he said about showing model and working Saturdays. I have just received notice that I have been elected to the Pacemakers Club, and I am positive that I should not have been able to make it if I had not worked Saturdays.

There has been considerable printed in The Boomer about closing arguments, and here is one that has helped me close some obstinate prospects and may help some of the boys.

After exhausting every argument, and not landing. Salesmen, let me write this down and see how it looks:

Prospect: "It is no use. I shall not buy now, and you will only waste your paper."

Salesman: "Well, the 'Old Man' says we don't waste enough order blanks."

And it catches a good many.

With best regards,

F. H. RICHARDSON.

P. S. Tomorrow is Saturday, and I am going out to close one or two P. P. F. H. R.

## DAVID A. COREY

MGR. ENG. SALES DEPT.

**W**E engineer anything. Surveying for Bronze Tablet Cutters our specialty. Watch honorable mentions on programs and see our endorsements.

Highest Cash Market price paid for Architects who recommend our Goods.

Nothing down, and a little less per month gets our systems. No interest charged.

Give us a call.

Please stand in line and do not count your change.

Yes, Alonzo, there are some salesmen who do not care to be Pacemakers. The cemeteries are full of 'em.

If your luck isn't what it should have been last year, write a "P" in front of it this year and try again.



W. L. MORRIS

Telling, "Why is a Filter"

B. N. D. Milliron recently joined the Masonic lodge and since doing so seems to be the victim of numerous cruel jokes.

He took his degrees here and finished the Blue lodge work a few months ago. The next day after receiving his third degree he was standing in the Union depot at Scranton when a stranger stepped up saying, "Good morning, brother mason I am broke and want to go to Harrisburg—when I get there I'll pay you back what you lend me." Milliron slipped him \$10; You know the rest.

A few weeks ago he took his Shrine degree here and Mr. Little told him the terrible ordeal he was about to go thru. He advised Milliron to have his heart thoroughly examined by a doctor before taking the initiation. Milliron was convinced so Little sent him to a doctor that Little had previously put wise telling the doctor to charge Milliron \$5. In due time Milliron appeared at the doctor's office, received the examination and paid the "five."

The next day the doctor brought out five dollars worth of cigars and we all smoked on Milliron's good health.

## CORRECTION

It was announced in the last Boomer that G. H. Schnabel made the Club, Dec. 30—It should have read Dec. 16. No doubt all our readers knew it was an error as the contest closed Dec. 21. We make the announcement however so all interested may know the correct date.

# B. U. M. R. R. DEPARTMENT

MAIN OFFICE: YUBADAM, CHINA

C. A. DUNKELBERG, General Superintendent

J. L. HANDY, Road Foreman

SECTION HANDS

SIMPSON

HYNDMAN

BARNES

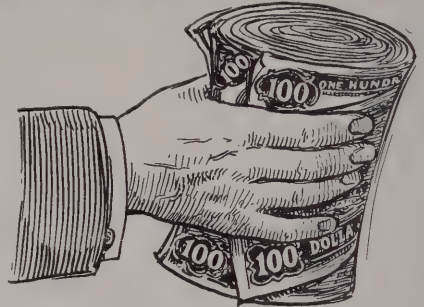
BRIGGS

Short line to Progress, Happiness and Prosperity. No Smoke—No Tunnel—No Bridge—No Train—Combination Horse and Dining Cars. Patronized by the Nobility of Europe and Logansport, Indiana. Side door sleepers on all thru trains.

The Pittsburgh boys say they are awaiting a reply to a telegram they sent to E. M. Caskey at Chicago—We don't know what was in the telegram but it must have been quite a jolly.

• • •

H. A. Leonard, of Chicago, made a bet with Sherlock that is of interest to the entire Chicago District. R. H. Sherlock bet Leonard that Leonard would beat him in the club. Leonard did so; so he has to give a banquet to the entire Chicago district.



## THE HONOR ROLL OF PACEMAKERS

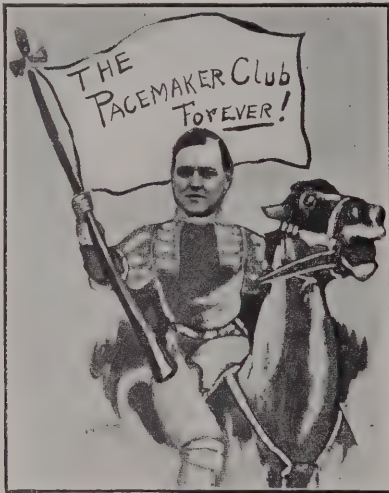
Canadian Host—"Be careful old chap when you're out gunning that you don't hit the guide."

Hunter—"What for, deah boy?"

Canadian Host—"Well you see, game laws don't allow guides to be shot 'till a month hence."

• • •

There is one contest at the convention that we would like to see put over and that is a match Pool game between Chandler and Snyder, the two old rivals of the tar heel state.



Sir Knight Thomas Potts

The champion foosler in Bowling, Billards, Foot Ball and prize presenting.

## JUDGE VEASEY

Office: Blackstone Court

Civil and uncivil pratice in all courts. 20 years before the bar. Special attention given to damage suits for real or fancied injuries. Criminals sent to or saved from prison at lowest Cash Prices. Consultation free upon payment of retainer in advance.

PAID ADVERTISEMENT



The Way W. W. Morris, Jr. makes his territory in Texas.





H. C. Carpenter, one of the wise men of the east.

#### CLASSIFIED ADS.

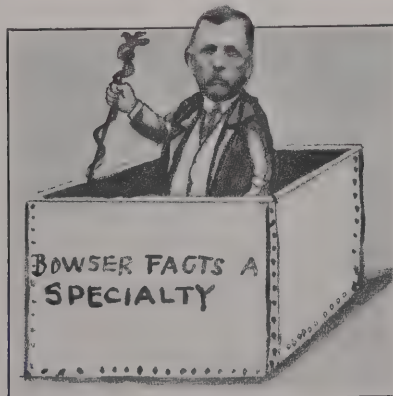
LOST—Several nights' sleep. Liberal reward if returned to J. W. Merrickel, care of Anthony Hotel.

FOR SALE—Bulldog of high pedigree; nearly new, only used a few weeks; eats everything; very fond of children. Owner J. W. Runyan, care of General Offices.

WANTED—The address of the gentleman in the light suit who refused to accept a cigar yesterday.

FOR EXCHANGE—A pair of unused pajamas for a ticket to the vaudeville. Address S. F. Taylor, care Editor.

BULL MOOSE FOR SALE—Owing to the fact we have had no use for it since the first week in November we wish to sell our Bull Moose; kind, gentle and will stand all kind of abuse. Address S. B. Bechtel, care General Offices.



A. F. Todd, The Peerless Orator from Atlanta.

## WALTER G. ZAHRT

General Sales Mgr.,  
for the greatest firm on earth

Interviews by appointment

Call and get one of my cigars  
ASSORTED BRANDS

\*\*\*\*\*

Punkiola do Sneakaway

Stinkadora del Fer.ecto

Candidates Vade Mecum

Stock Yards Bouquet

La Rosa de Asafeidita

\*\*\*\*\*

Save the Bands

Paid Advertisement

● ● ●

## All sports take notice TELEGRAM

3 ch j 94 Collect NL

Los Angeles, Cal., 12-19-12

Editor Boomer, Care S. F. Bowser & Co.,  
Fort Wayne, Ind.

Davis has made Pacemakers' Club, Olds will make it this time sure, advise Little or any other "Old Sport" or commission of "Old Sports" that I will wager one opera hat that San Francisco office closes the year standing second among offices. You have all the records to date and we have no large factory orders up our sleeve. I go San Francisco tomorrow, wire answer there. Fishing is good and surf bathing fine. We are a little too busy to take it in but we do need a hat to complete our sporting outfit.  
E. M. Savercool

C. H. Davies:—

Referring to Mr. Savercool's proposition: My opera hat was purchased in 1899 so I don't need a new one, but since it's so easy, I will accept. Tell him to stop at Shanes' in Chicago and bring the hat as they have record of my measurements in their archives. I suggest this for his convenience.

LITTLE.

## CUTTING PRICES.

(With Apologies to Hamlet.)

To cut or not to cut. That is the question.  
 Whether it is not better in the end  
 To let the chap who knows not the worth  
 Have the business at cut-throat prices, or  
 To take up arms against this competition  
 And by opposing cut for cut, end it.  
 To cut—and by cutting put the other cutter  
 Out of business—'tis a consummation  
 Devoutly to be wished. To cut—to slash—  
 Perchance myself to get it in the neck—  
 Aye—there's the rub; for when one starts to  
 meet

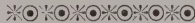
The other fellow's prices, 'tis like as not  
 He's up against it good and hard.  
 To cut and slash is not to end the confusion  
 And the many evils the trade is pestered with;  
 Nay, nay, Pauline; 'tis but the forerunner  
 Of debt and mortgage such a course portends.  
 'Tis well to get the price the goods are worth  
 And not be bluffed into selling them for what  
 So-and-so will sell his goods for.  
 Price cutting doth appear unseemly  
 And fit only for the man who knows not  
 What his goods are worth, and who, ere long,  
 By stress of making vain comparison  
 'Twixt bank account and liabilities,  
 Will make his exit from the business.

—The News Letter.



## The Anthony Wayne Hotel

Headquarters of the Pacemakers Club.



Rates:

50 cents to \$5.00 a day

within and without

American or Oskosh Plan

ROOMS

with single or en suite baths

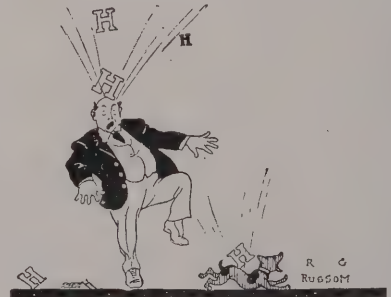
### CUSINE UNEXCELLED

Tempting cafe with everything in season  
 and celebrated for the "LOAFS"

we serve.

Menu translated and orders enterpreted to  
 chef by giving the waiter a tip.

Paid Advertisement



A NEW AERIAL DANGER

### FORSITHE AND HARLEY TAKING A TRIP OVER THE CITY



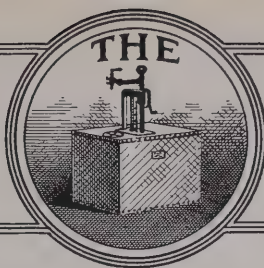
Traveler—"Haven't I seen you somewhere before?"

Bowser Salesman—"Perhaps you have seen my portrait in the newspapers."

Traveler—"Oh yes. Let me see, are you a Pacemaker, or the man who built the Panama ('anal?'"



BOWSER



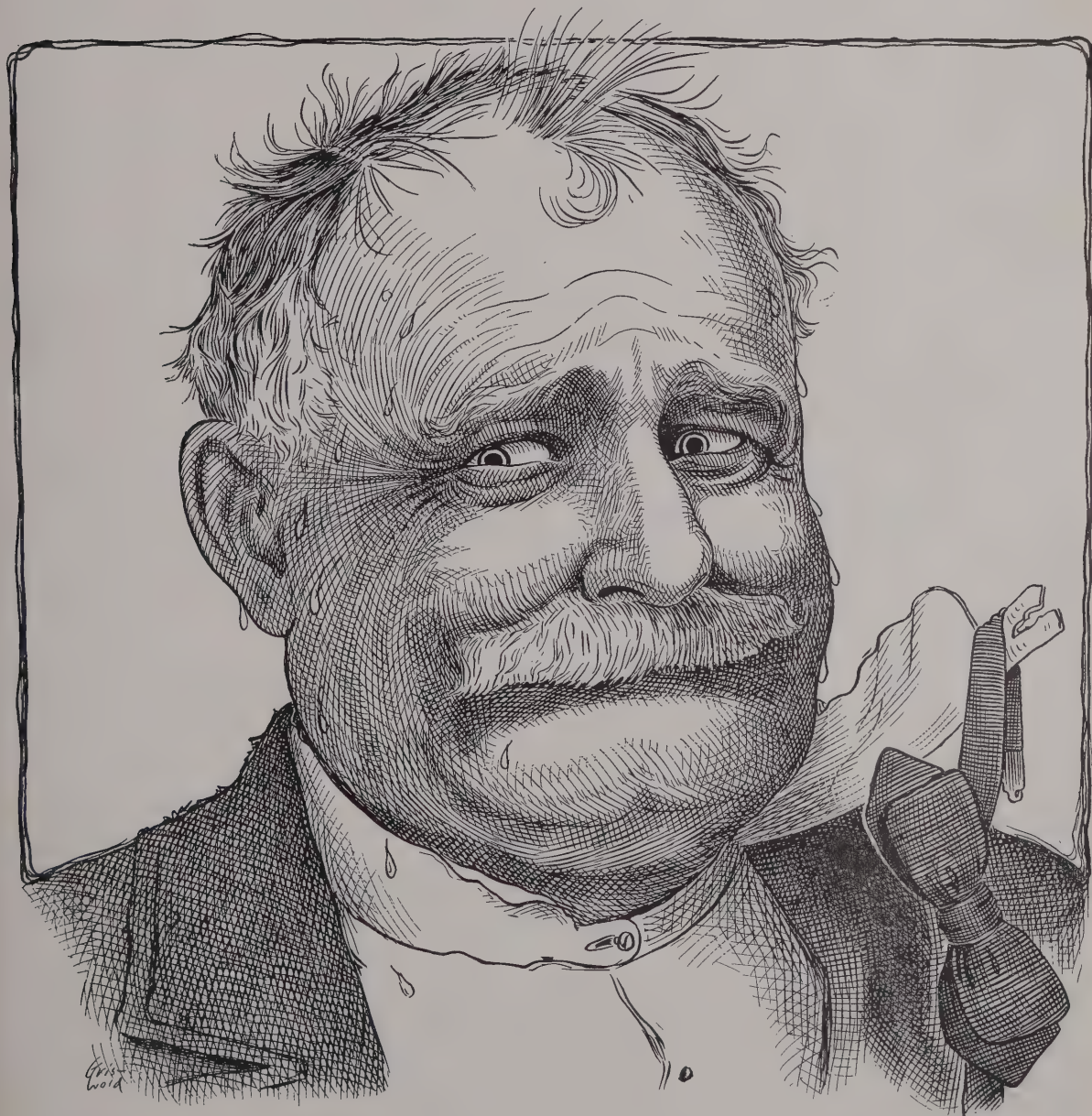
BOOMER

Vol. VIII

February 5th, 1913

No. 3

## Report of the 1912 Pacemaker's Convention



*Some Convention—Believe Me!!*

## Rules of the



### Prize-Winning Salesmen of S. F. Bowser & Co., Inc.

The Pacemaker Club is an organization of Bowser Salesmen who secure five hundred points of business within a year. All salesmen of the Company with regular territory are eligible when they have secured the necessary amount of business. The amount of business required for a point in each line is shown in the following schedule:

Store Line .....\$20.00 worth of business represents one point.

Garage Line ....\$33.00 worth of business represents one point.

Factory Line ...\$40.00 worth of business (except tanks sold on boiler shop basis and purchased machinery forming part of sale) to represent one point.

\$100.00 worth of tanks sold on boiler shop basis or purchased machinery forming part of sales to represent one point.

Railroad Line ...\$75.00 worth of business of tanks sold on boiler shop basis, and purchased machinery forming part of sale to represent one point.

Membership in the Club to continue during each current year, and until the end of the annual Pacemakers' Convention; eligibility to membership and the operation of the Club to continue each successive year on the same plan.

The officers of the Club are elected annually; the first salesman securing five hundred points during the year, becomes President of the Club, the other officers next in order are filled by men who qualify in turn accordingly.

The Director from each district will be the first member from that district (next after the officers are elected) who secures the requisite number of points for membership.

#### REWARDS.

All members in the United States and Canada will be entitled to a trip to the factory, with all traveling and hotel expenses paid, and a cash prize of \$50.00 for the first year of membership. To those who attain membership for successive years the cash prizes will be increased as follows:

Two Consecutive years, a cash prize of \$75.00.

Three Consecutive years, a cash prize of \$100.00.

Four Consecutive years, a cash prize of \$125.00.

Five Consecutive years, a cash prize of \$250.00.

Members outside of the United States and Canada will participate in all prizes, excepting the trip to the factory.

#### THE BRONZE TABLET.

The three salesmen who secure the largest volume of business, regardless of lines worked, secure the honor of having their names embossed on the Bronze Tablet, which hangs upon the wall in the reception room of the General Office.

#### THE SILVER LOVING CUP.

The \$450.00 Silver Loving Cup is presented for the year to the district who secures the largest per cent of quota during that year. The office who secures this loving cup for three years, will be entitled to keep it indefinitely.

#### FIFTEEN HIGH MEN.

The fifteen salesmen who produce the largest amount of business, if not otherwise eligible to a prize, will be entitled to attend the prize winners' convention at the expense of the company, as a special recognition of their efforts.



# Officers 1912



PRESIDENT  
W. V. CRANDALL - San Francisco  
ELECTED APRIL 10, 1912



VICE-PRESIDENT  
T. H. RHODES, - Toronto  
ELECTED APRIL 23, 1912



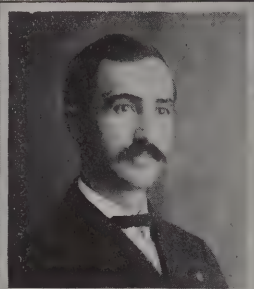
SECRETARY  
A. ANDERSON - Toronto  
ELECTED MAY 23, 1912



TREASURER  
G. A. STEELE - St. Louis  
ELECTED JUNE 4, 1912



R. D. LEONARD  
ELECTED DEC. 10, 1912  
Fort Wayne



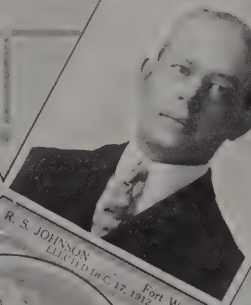
GEORGE CORNELL  
ELECTED DEC. 11, 1912  
Minneapolis



A. I. BYRD  
ELECTED DEC. 16, 1912  
Atlanta



D. W. DARDEN  
ELECTED DEC. 17, 1912  
Atlanta



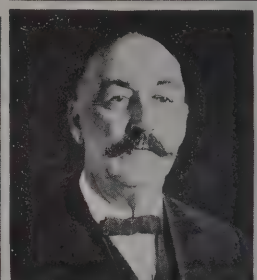
R. S. JOHNSON  
ELECTED DEC. 17, 1912  
Fort Wayne



G. H. SCHNABEL  
ELECTED DEC. 17, 1912  
Fort Wayne



S. F. TAYLOR  
ELECTED DEC. 17, 1912  
New York



J. M. DAVIS  
ELECTED DEC. 17, 1912  
San Francisco



R. O. SNYDER  
ELECTED DEC. 17, 1912  
Atlanta



E. J. MURPHY  
ELECTED DEC. 18, 1912  
Toronto



R. CODDINGTON  
ELECTED DEC. 19, 1912  
San Francisco



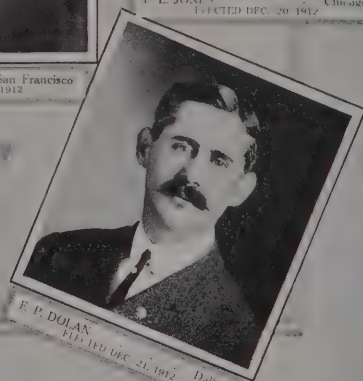
T. L. JONES  
ELECTED DEC. 20, 1912  
Chicago



L. I. MILLIRON  
ELECTED DEC. 21, 1912  
Fort Wayne



F. H. OLDS  
ELECTED DEC. 21, 1912  
San Francisco



F. P. DOLAN  
ELECTED DEC. 21, 1912  
Dallas





J. W. MERICKEL  
ELECTED JULY 9, 1912 Toronto



R. L. DUNCAN  
ELECTED JULY 25, 1912 Minneapolis



W. N. DEMING  
ELECTED AUG. 1, 1912 Toronto



M. C. BENHAM  
ELECTED AUG. 12, 1912 Minneapolis



G. H. REUBEN  
ELECTED AUG. 16, 1912 Atlanta



J. C. OLSON  
ELECTED SEPT. 9, 1912 St. Louis



JAMES WARD  
ELECTED SEPT. 11, 1912 Minneapolis



C. M. CARPENTER  
ELECTED SEPT. 13, 1912 Boston



A. E. DARLING  
ELECTED SEPT. 28, 1912 Minneapolis



E. F. KLOTZ  
ELECTED SEPT. 30, 1912 San Francisco



W. G. CHANDLER  
ELECTED OCT. 4, 1912 Atlanta



E. J. LOVAAS  
ELECTED OCT. 9, 1912 Minneapolis



W. Y. ROBERTSON  
ELECTED OCT. 18, 1912

Toronto



A. D. WYCKOFF  
ELECTED OCT. 19, 1912

Fort Wayne



H. J. BRADSHAW  
ELECTED OCT. 22, 1912

Fort Wayne



A. F. TODD  
ELECTED OCT. 23, 1912

Atlanta



FRANK LAUGHREY  
ELECTED OCT. 24, 1912

San Francisco



C. R. EGGESTON  
ELECTED OCT. 29, 1912

New York



J. P. O'NEIL  
ELECTED OCT. 30, 1912

St. Louis



H. E. BLEECKER  
ELECTED OCT. 30, 1912

Toronto



T. C. POTTS  
ELECTED NOV. 1, 1912

Fort Wayne



H. J. JEAVONS  
ELECTED NOV. 7, 1912

Toronto



J. G. STERLING  
ELECTED NOV. 9, 1912

Minneapolis



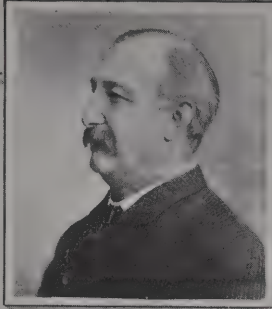
M. C. BRAMHAM  
ELECTED NOV. 12, 1912

Minneapolis





J. A. FORSYTH  
ELECTED NOV. 12, 1912  
Toronto



J. D. GUMPPER  
ELECTED NOV. 22, 1912  
Atlanta



E. R. BIRD  
ELECTED NOV. 23, 1912  
San Francisco



E. M. CASKEY  
ELECTED NOV. 26, 1912  
Chicago



J. W. DEVERIA  
ELECTED NOV. 27, 1912  
New York



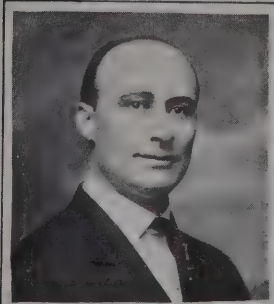
F. B. GUSTORF  
ELECTED DEC. 2, 1912  
Chicago



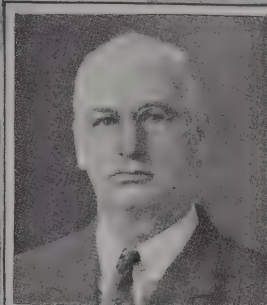
W. P. SHEPHERD  
ELECTED DEC. 3, 1912  
Minneapolis



W. T. SIMPSON  
ELECTED DEC. 3, 1912  
R. R. Dept



D. WARD  
ELECTED DEC. 4, 1912  
Minneapolis



F. H. RICHARDSON  
ELECTED DEC. 4, 1912  
Boston



GEORGE HARLEY  
ELECTED DEC. 5, 1912  
Toronto



R. H. SHERLOCK  
ELECTED DEC. 6, 1912  
Chicago



H. E. DOBSON  
ELECTED DEC. 6, 1912  
New York



T. F. McWATERS  
ELECTED DEC. 9, 1912  
Atlanta

# Directors

## 1912



A. E. MOFFATT  
ELECTED JUNE 10, 1912  
Toronto



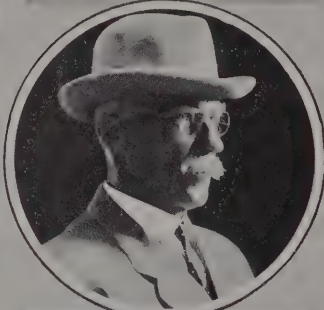
E. C. ETTINGER  
ELECTED JULY 4, 1912  
Minneapolis



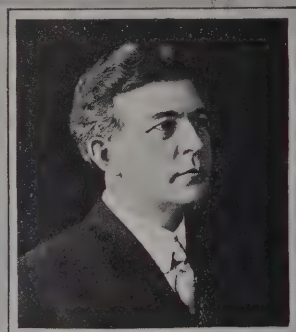
J. H. ARMSTRONG  
ELECTED JULY 8, 1912  
Fort Wayne



H. T. PURDY  
ELECTED AUG. 14, 1912  
Atlanta



LEWIS SMITH  
ELECTED AUG. 27, 1912  
Boston



W. C. SMITH  
ELECTED AUG. 31, 1912  
San Francisco



J. THEO. SMITH  
ELECTED SEPT. 3, 1912  
St. Louis



H. A. LEONARD  
ELECTED NOV. 9, 1912  
Chicago



C. F. COMSTOCK  
ELECTED NOV. 14, 1912  
New York



A. G. HARTGEN  
ELECTED NOV. 19, 1912  
Philadelphia



W. W. MORRIS, Jr.  
ELECTED NOV. 21, 1912  
Dallas





The Bronze Tablet which hangs on the wall in the general offices and upon which is engraved the names of the three men who secured the greatest volume of business during the year.



SILVER LOVING CUP CONTESTED FOR IN 1912 AND WON BY THE TORONTO DISTRICT



# Report of The First Annual Convention and Banquet *of the*



Prize Winning Salesmen of S.F. Bowser & Co. INC.

MINIMUM DUES 500 POINTS OF BUSINESS

Fort Wayne, Ind., January 6-7-8-9, 1913

Decidedly one of the most successful Conventions ever undertaken by the Company came to a close January 9th. It is only proper at this time to pay a tribute of deserved thanks to the Company officials and those of our happy family who participated and made it possible.

Every minute of the time was illuminated with the spirit of good-fellowship and helpfulness, and will be recorded in the history of the Pacemakers' Club as one of its most successful events.

The First Annual Convention of the Pacemakers Club was held at Fort Wayne during the first week in January. Preliminary arrangements were made by the Officers and Directors of the Club, who met in conference Friday afternoon, January 3rd. The speakers for the occasion were selected and the general program mapped out.

The official opening of the Convention occurred Monday evening, January 6th, and the officers and members of the Club were given a reception at the home of Treasurer C. A. Dunkelberg. This was one of the big features of the social side of the Convention and the evening was thoroughly enjoyed by all. The ladies were present on this occasion, which greatly added to the enjoyment of the evening. The smokers made themselves at home in Mr. Dunkelberg's den and consumed many boxes of his favorite brand. Music was provided by the orchestra and a light luncheon was served. The boys given to athletics soon found the gymnasium on the third floor and had a very lively scrimmage with the football. Mr. Potts seemed to be a natural magnet for this football and was a splendid target for whoever secured the ball. We all managed to catch the last car which took us to the hotels and our homes after spending one of the most pleasant evenings of the week.

## TUESDAY MORNING, JANUARY 7TH.

### Opening of the Business Session.

Under the most happy and promising auspices, the business session of the First Annual Convention of the Pacemakers Club opened this morning at nine o'clock. After an opening prayer the Convention was addressed by President S. F. Bowser, who in a humorous and well-received speech, welcomed the Officers, Directors and Members of the Club to the city. Mr. Bowser quickly made the boys feel at home and at ease and his remarks were greatly enjoyed. President W. V. Crandall and Vice-President T. H. Rhodes, responded to Mr. Bowser's kind and hearty welcome and thanked the management for the courtesies and privileges extended. General Manager A. Z. Polhamus then addressed the boys, giving them some idea of events that were scheduled and wished them all an interesting and jolly good time. The meeting was then closed to convene after lunch.

## TUESDAY AFTERNOON.

At two o'clock the Convention again convened and we all enjoyed the able talks given by members of the Club. The first on the program was an address on the "Systematic Working of Territory" by A. W. Dorsch.



BANQUET OF 1912 PACEMAKERS





TEL ANTHONY, JANUARY 9, 1913

Mr. Dorsch is a specialist in this and has made quite a record having sold better than one outfit a day during the year of 1912. Mr. Dorsch urged the boys to canvass the small towns laying off of the trolley lines and the steam roads. He advocated working on a calling list and thoroughly covering the counties, working one county at a time. It is this sort of work that enabled Mr. Dorsch to make the record he did and we know that the audience appreciated his good advice.

The next on the program was an address by T. C. Potts of Cleveland, on the subject of "Public and Private Garages." Mr. Potts canvases this line exclusively and has been very successful. He stated that his success was due to concentration. He cited instances where he would call on prospects while they were at breakfast and persist in securing an interview, and continue to persist until he secured the order.

Mr. F. L. Jones of Chicago, was next to follow on the program with a talk on "Paint Oils." Due to Mr. Jones' health, however, he was not able to address the Convention as he suffered with a severe attack of the grippe and could not leave the hotel that day.

The next on the program was an address on "Oil Filtration" by W. L. Morris, who went into his subject very thoroughly.

The last address of the afternoon was given by A. D. Wyckoff on the subject of "Registering Measures." Mr. Wyckoff discussed his subject very thoroughly.

This concluded the afternoon addresses and was followed by a visit of the Club to the Factory and Show Room.

## TUESDAY EVENING.

This evening was reserved for sports and a social evening. Seven bowling alleys were reserved; also fifteen pool and billiard tables in the Brunswick Balk Hall. At seven o'clock all of the boys congregated in the lobbies of the Anthony Hotel and those interested in bowling were escorted to the bowling alleys, while those interested in billiards and pool were escorted to the billiard hall. It is needless to say there were a number of records made during the evening and when the boys would become tired of bowling they would go over to the billiard hall and try the cue. A number of the pool players found that they were better at bowling and there were plenty of openings for the boys to take turns with the different sports.

## WEDNESDAY MORNING.

(January 8th.)

The Convention convened at 9:30 and the opening address was made by C. M. Wessels of Philadelphia, on the subject of "Advertising and Selling the Store." Mr. Wessels conducts an advertising agency and is also connected with the National Retail Merchants' Association with whom he co-operates in his sales work. He invited all of the salesmen to write to him if they desired a letter of introduction to any of the Retail Grocers' Associations in the different parts of the country. He promised to promptly supply all applicants and assist the boys in the field in every way possible, if they so desired.

The next address was given by Mr. H. N. Tolles of Chicago. The subject of his address was "Personal Efficiency in Selling," and he accompanied his talk by stereopticon views. Mr. Tolles' address was so interesting that the boys were willing to go without dinner in order that he might continue his talk. It was perhaps the most interesting address of the Convention and his points were clearly conveyed by the stereopticon views. While we cannot give you his address in its entirety, we hope to secure at least a part of it for some future edition of the Boomer.

## WEDNESDAY AFTERNOON.

At two o'clock in the afternoon the Club assembled in the factory square, where three special trolley cars waited to convey them on an excursion to the Wayne Knitting Mills and a trip through their plant, which is located in the extreme western part of the city.

Upon reaching the Wayne Knitting Mills, the crowd was divided into squads of twenty and conducted through the mammoth hosiery mills. At the end of the tour through the plant the Mills generously supplied punch and Nabiscos to their visitors.

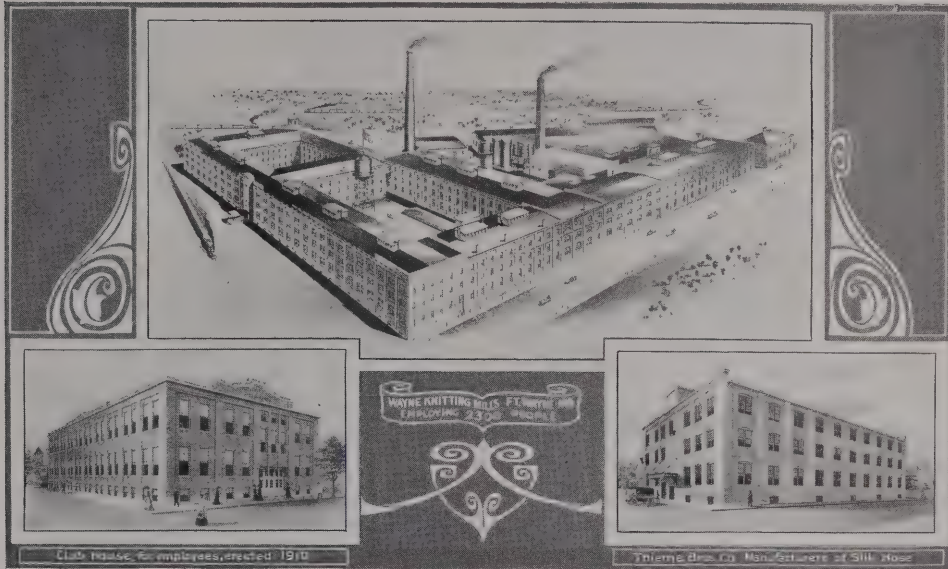
Bowser & Company presented each salesman with a pair of Wayne Knit silk hose as a souvenir of the occasion.

Before we left we called upon T. F. Thieme, president and manager of the Mills for a speech. Mr. Bowser introduced him and also said he was president of the Fort Wayne Commercial Club as well as the father of the New Form of Municipal Government Movement. Mr. Bowser lifted him upon a chair whereupon Mr. Thieme gave us all a very cordial greeting. Mr. Bowser was then called upon and gave a very warm response to Mr. Thieme's complimentary remarks.

Herewith is a view of the Mills with a few notes of interest concerning the institution.



## Important Items in Connection with the Wayne Knitting Mills, Its Buildings, Equipment and Product



Organized in 1891.  
Original capital—\$30,000.  
Number of employes in 1891—51.  
Capital has been increased nine times.  
Present capital—\$1,200,000.  
Number of employes in 1913—2500.  
Present annual business, over \$2,000,000.  
WAYNE KNIT sold in every state in the Union.  
Buildings have floor space of 326,750 sq. ft.  
300 machines for manufacturing of full fashioned hosiery.  
Each machine imported at an average cost of \$3,000.  
Equipment includes also hundreds of domestic machines for manufacturing circular or seamless hose, and hundreds of sewing and looping machines, most of them imported.

Daily production of WAYNE KNIT—75,000 stockings.  
Product includes cotton, lisle and silk, and materials in combination, for men, women and children.  
Wayne Knitting Mills is now the largest mill of its kind in the world.

Club House for employes—

Two stories and basement.

Original cost \$50,000.

Top floor has 51 rooms, 44 being sleeping rooms for out-of-town girls.

Dining room for 500 people.

Sanitary kitchen.

Music rooms and reading rooms.

Bowling alleys and pool tables.

Electrical appliances in the basement enable girl roomers to do their own washing and ironing free of charge.

### WEDNESDAY EVENING.

At eight o'clock the Club gathered at the home of Mr. C. A. Dunkelberg, where they were given a special entertainment on the third floor. The large room was appropriately decorated and a special stand was built for President S. F. Bowser and President W. V. Crandall, which was decorated with bunting.

A very interesting program was arranged, which included both local and professional talent. Without any forewarning, Mr. D. A. Corey was called upon to give the first number, requesting that he play an overture on the piano. Mr. Corey was so taken by surprise that he could not be made to believe that the request was in earnest, so Mr. C. R. Eggleston of

New York, was next called upon for a piano selection. He gave us a very interesting demonstration of extemporaneous playing.

The next number was a whistling solo by Mr. A. L. Byrd of Atlanta. Mr. Byrd performed some marvelous whistling feats and was roundly applauded. After responding twice to encores, he then sang a song, accompanying himself on the piano. The next number was a recitation by Vice-President T. H. Rhodes of Toronto. Mr. Rhodes is an elocutionist and speaker of considerable ability and his entertainment was greatly appreciated.

The next number was a magician from Chicago, and he performed some marvelous tricks with cards, a glass tumbler and a hat. He

would make any card you called jump out of the pack in the glass tumbler. He would also let you take a card from the pack, tell you what card you took, and read your fortune with it. A very novel trick was where he borrowed a \$5.00 bill from the audience, let someone hold it, wrapped in a handkerchief, and produced the \$5.00 bill from the inside of an uncut lemon. In telling fortunes, he told Mrs. W. L. Morris she was greatly in love. He told Mr. Harry Bowser he would take a trip and Mrs. D. A. Corey that she was a good housekeeper, but was very jealous. His performance added greatly to the merriment of the evening.

We were next entertained by Mrs. C. A. Dunkelberg, who gave us a reading from Riley. Her selection was indeed well taken and was most heartily enjoyed. We were then entertained by Mr. C. O. Liggett with a performance with the bones. Mr. Liggett is a past master in this, and has in times past appeared in practically all the large cities of the country. He is a recognized artist in this among theatrical people and his performance was very artistic.

The next number was by a professional monologist from Chicago, who gave a very delightful half-hour's entertainment. He was followed by the three Marx Brothers, who are professional performers on musical instruments. Their songs were also very much appreciated and the harp playing especially appealed to the audience. Their act concluded the performance for the evening, and the crowd left in time to catch the last car for the hotel and their homes.

#### THURSDAY, JANUARY 9TH.

This day was given over to the Pacemakers Club, and the session was opened by an address by W. V. Crandall, the president. Only Pacemakers, Branch Managers and Officials of the company were permitted to enter the hall, while the Club was in session.

All present were subject to the orders of the Club, and all matters for settlement or adjustment were decided upon by the Directors of the Club. It was during this session that each Branch Manager was fined \$1.00 for being a dub. All of the money went into the treasury of the Pacemakers Club. Mr. McConnell was fined 25-cents for contempt of the club in telling a funny story, which moral he tried to apply to the Club.

Mr. C. R. Eggleston of New York, was doorkeeper and Mr. C. F. Comstock of New York, was bailiff of the Club. Each Branch Manager was forced to make an extemporaneous speech, and any one making slighting remarks of any nature, was fined and payment was enforced on the spot.

The meeting was full of merriment and interest and the power of the Club was very evident.



S. F. BOWSER, Jr.

Demonstrating a Cut 70 at the Pacemakers' Convention

At this meeting, S. F. Bowser, Jr., grandson of the president, the mascot of the club, was introduced and initiated into the mysteries of this secret session. He was conducted into the room by his father, Harry M. Bowser, Second Vice President, and took to the workings of the Pacemaker Club with great interest. His age is but two and a half years, which gives him the distinction of being the youngest Pacemaker in the world.

#### THURSDAY EVENING.

This was the evening set aside for the great Pacemakers' Banquet, which we had all looked forward to for the past twelve months. Our greatest anticipation, however, was most splendidly realized and the affair marked the greatest banquet ever held by the Company.

At 7:30 the Club congregated in the corridors of the Anthony Hotel, awaiting the call to the banquet hall. While awaiting the call to the tables, the Fort Wayne District made themselves particularly conspicuous by marching through the lobbies, office and parlors of the hotel garbed in most fantastic head-gear.

Streamers of paper were thrown from the balcony to the office below. The paper streamers of various colors, coming from all parts of the balcony made a very pretty sight, and the fountain in the center of the office under the



balcony was literally deluged with variegated paper.

Finally the signal to enter was given and to the strains of music from the orchestra, the assembly marched into the banquet hall. Each man found his seat at the table by a place card, and the districts were kept together.

When President S. F. Bowser entered it was the occasion for a monstrous demonstration. Invocation was made by Pastor C. H. Snashall, of the First Baptist Church. The crowd was promptly seated and lost no time in delving into the good things that had been prepared. The Banquet Committee and the Hotel were sincerely complimented on the excellent menu and its splendid preparation.

Complete and harmonious as they were, the menu and service, together with the floral decorations and the music of the orchestra, were but incidents of the occasion, and the things which will live in the memory of the hosts and guests of the evening were the outbursts of true affection, fellowship, loyalty and appreciation as expressed in many words and acts. It was a hilarious gathering, with naught but enthusiasm to bring a condition which many another banquet cannot possess without something more stimulating than water.

While the courses were being served the different districts took turns in giving their songs and yells. The Fort Wayne office, still attired in ridiculous headgear, reared on their table the announcement in large red letters: "Fort Wayne Sales Department, \$542,000." This was the signal for a continued round of outbursts.

New York responded with a "Rah rah" cry which brought the Fort Wayne crowd to its feet with a united declaration that "We're the bunch from old Fort Wayne; the rest of you get off the train!" But the rest of them didn't "get." And from that time forward, the men in the various groups let their presence become evident in the cries and songs in which the orchestra assisted very materially.

Incidentally, the orchestra members furnished several vocal numbers, and when the band struck the familiar strains of "Dixie," the Atlanta crowd yelled itself hoarse. The men from Boston, Dallas, Minneapolis, St. Louis, Chicago, New York, San Francisco and Philadelphia had their cry during the feast, and then some one yelled, "Three cheers for LaBelle France," which were given with a will. H. G. Granger, of Paris, arose and said, "I thank you." This is the first visit of Mr. Granger to America and he is enjoying his stay immensely.

After the feast chairs were pushed back, cigars were lighted and everyone prepared to enjoy the excellent addresses that were to follow.

President S. F. Bowser as toastmaster, made

a few opening remarks after which he presented the handsome silver loving cup to Toronto.

In presenting the cup Mr. Bowser said in part, as follows:

"Gentlemen: It is my privilege at this time to present to you this loving cup. It has been the contention of all of the Bowser forces during the year just passed to win this beautiful trophy, but you have made the best showing and it does my heart good to give it to you.

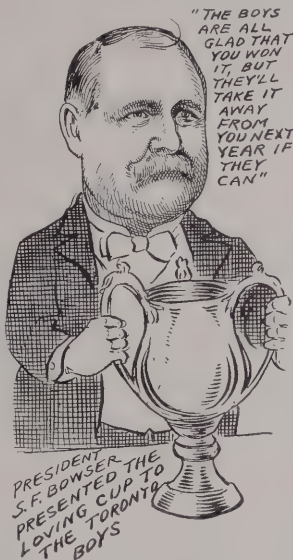
"More than 300 salesmen and eleven managers were entered in the battle for this cup. They have all done their best; you have done better and sold more goods than any other Bowser office has ever sold. While I appreciate the efforts that have been made in

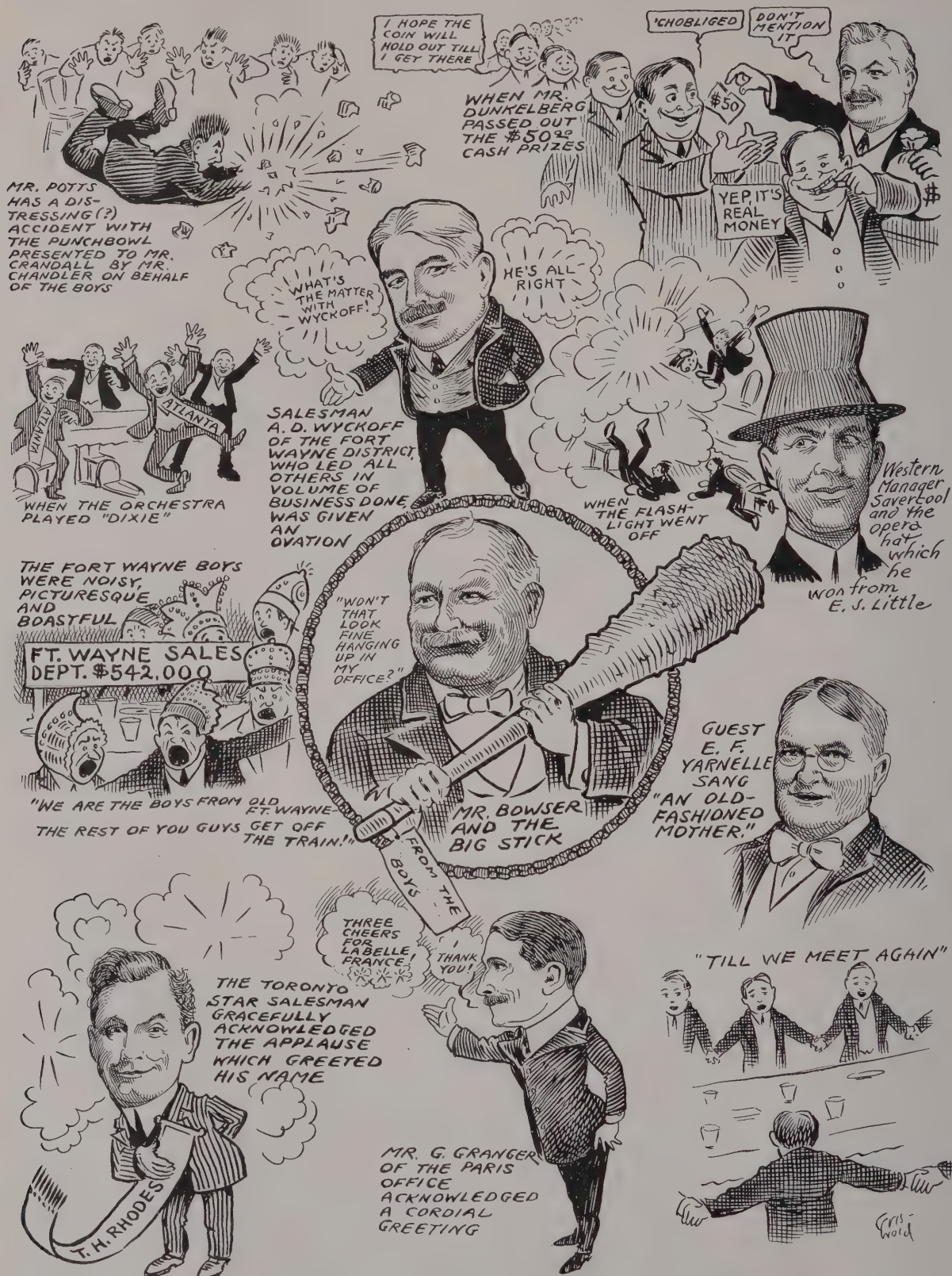
the interest of the Bowser Company by all of its employees, I want to especially congratulate you on the fine showing you made under the reign of King George. With your little squad working night and day you have achieved the aim of your ambition.

"You said a year ago that you would take the cup and you have done it. That shows to me and should show to all of you that a man can accomplish things if he goes after them. Again, let me congratulate you for the honor and credit belongs to you. The men obeyed orders and worked with might and main. They got right down to brass tacks and worked; this is the result. I want to give you my heartfelt best wishes and also the best wishes of every district manager of the company all over the country. It was a friendly rivalry. Those who failed, failed with a smile, and those who won, won with a smile. We all join in wishing you success during the coming year, but if you don't watch out some one else will step in and take the cup away from you. (Loud applause).

"Take this, Mr. Hance, for twelve months of happiness and sunshine as a reward for the best work that ever has been done by any of our offices. You have accomplished great things and you have the good will of the entire institution."

The remarks of Mr. Bowser were noisily applauded as the Toronto bunch acknowledged the gift.





A FEW CONVENTION EVENTS IN SKETCH



### Manager Hance Responds.

In accepting the trophy Mr. W. R. Hance, district manager of the Toronto branch of the Bowser Company, said:

"Mr. Toastmaster: I have lived over there in Canada for seven years and I have begun to like it pretty well. We worked as hard as we could and some of us worked a little harder than we could to make the best showing, and in accepting this recognition of our endeavor we are gratified. It will, I am sure, add very much to the appearance of our office. And right here permit me to thank every member of our Toronto force for the splendid victory we have achieved. I believe the men will do their best to keep the cup on Canada soil next year, too. We Canadians are positive that you American salesmen worked hard, and gave the same loyal support to your office, but we did a little better and consequently we are going to take this cup triumphantly back home with us."



"We could not all win, and perhaps some of you can roll up a bigger business next year than we can, and, if that be the case, you are welcome to the cup. We will have the same Bowser atmosphere over there next year and we intend to breathe it all of the time. As you know, it has been said: 'What we have, we hold, and what we hav'nt, we will get.'"

The speech of Mr. Hance was applauded by all present.

The Atlanta district won the cup in 1911 and worked unceasingly to retain the trophy in their possession, but accepted the defeat in good grace and offered their hearty congratulations to the Toronto district for the unfaltering attention to business. The contest for the cup is a fair one, and the salesmen who get the most business are the ones who get the rewards.

### THE THREE HONOR MEN.

The three "Tablet Cutters" were next announced and in an impressive speech to the three salesmen, who secured the most business for the company during the year 1912, Mr. Bowser unveiled a bronze tablet on which the names of the three salesmen were inscribed. He unveiled the tablet and explained the pur-

pose of it. The tablet is to adorn the walls of the main office as long as the firm remains in business.

The names engraved on it for 1912 were:

A. D. WYCKOFF, Fort Wayne.

R. S. JONHSON, Fort Wayne.

T. H. RHODES, Toronto.

Mr. Wyckoff has the honor of selling a greater volume of goods for the company in a year than any other salesman ever has sold in the history of the concern. He was highly complimented by Mr. Bowser for his untiring efforts. Mr. Wyckoff also had the success to carry through the largest transaction that any salesman of the company has ever concluded.

"This means energy, tact, initiative and persistent attention to business," remarked Mr. Bowser in praising Mr. Wyckoff for the business instinct displayed by him in the consummation of the enormous transaction.

R. S. Johnson, also of the local sales department, crowded Mr. Wyckoff for the leading honor among the salesmen. He fell below Mr. Wyckoff only seven dollars' worth of business. From the point of view of the number of cars required to haul an order, Mr. Johnson was the leader. One of his orders filled forty-five freight cars.

Mr. Johnson, because of ill health, was not able to be present at the banquet, being in the south in the hope of regaining his health. Someone proposed three cheers for Mr. Johnson, and all present joined in the cheers for the absent Pacemaker.

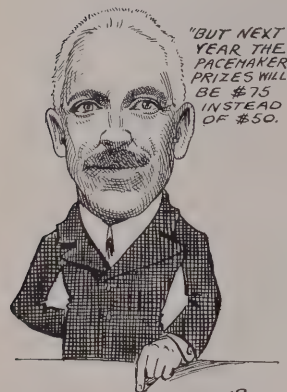
T. H. Rhodes, of the Toronto branch, secured the third largest volume of business during the last year. Mr. Rhodes is showing his consistent efforts as a salesman by reaching near the top every year. In 1911 he finished second. This shows that he has not been pushed to his high place by a lucky run of business, but has kept persistently at his work. Mr. Rhodes has not taken such large orders as the two men above him, but succeeded in selling a much greater number of smaller orders.

Mr. Bowser here announced the names of the fifteen men whose sales were the largest. They are as follows in the order of the amount of sales made:

A. D. Wyckoff, Fort Wayne; R. S. Johnson, Fort Wayne; T. H. Rhodes, Toronto; J. H. Armstrong, Fort Wayne; E. M. Caskey, Chicago; A. E. Moffat, Toronto; W. V. Crandall, San Francisco; J. W. Merickel, Toronto; E. L. Milliron, Fort Wayne; W. N. Deming, Toronto; H. A. Leonard, Chicago; E. F. Klotz, San Francisco; H. E. Dobson, New York; W. C. Smith, San Francisco; M. C. Benham, Minneapolis.

### Mgr. Polhamus Presents Prizes.

A. Z. Polhamus, general manager of the Bowser company, before presenting the prizes to the Pacemakers, explained the organization of the Club and the eligibility requirement for membership. At the banquet last year the company stated that it was starting out to reach the \$4,000,000 mark, but owing to the adverse conditions during the first half of 1912 it fell somewhat below the mark set. The company's business however, reached to \$3,560,746.81. It can be readily seen that the firm is growing rapidly as in 1911 the



"BUT NEXT YEAR THE PACEMAKER PRIZES WILL BE \$75 INSTEAD OF \$50."

GENERAL MANAGER POLHAMUS MADE A CHEERFUL ANNOUNCEMENT

business amounted to only slightly over \$2,500,000. in order to gain the four million dollar mark each district was given a quote of the amount of business to transact. Toronto secured \$375,000 of the total amount, or 107 per cent of the quote. San Francisco finished second with \$313,560.67, or 83.6 per cent of the desired amount. Fort Wayne secured third place with 542,592.50, which is 83.45 per cent of the quota. the remaining branches finished in their order as follows: Minneapolis, fourth; New York, fifth; Atlanta, sixth; St. Louis, seventh; Chicago, eighth; Dallas, ninth; Boston, tenth; and Philadelphia, eleventh.

The Pacemakers then stepped forward as their names were called and from the hands of C. A. Dunkelberg, treasurer of the firm, each received a small leather purse containing a fifty dollar bill. This amount is to be increased by twenty-five dollars each year if a member of the club again succeeds the following year in becoming one of the prize-winners.

The salesmen who secure membership for five successive years will receive a cash prize of \$250.00.

President W. V. Crandall, of the Pacemakers Club, expressed his appreciation for the gen-

erous present in the name of the members of the Club, closing his remarks with the assertion that each Pacemaker during the present year would make the most strenuous efforts to again become a member of the Club for 1913.



"WE THANK YOU, AND WE WILL ALL BE WITH YOU THIS YEAR"

PRES. W. V. CRANDALL RESPONDED IN BEHALF OF THE PACEMAKERS

Mr. Crandall's remarks were followed by a short address by Vice President T. H. Rhodes, who with a few well chosen words presented Mr. S. F. Bowser, president of the firm with a "Big Stick," of the

Teddy Roosevelt type. Mr. T. H. Rhodes, after stating that the Pacemakers were willing to strictly obey Mr. Bowser's commands during the coming year, and to stand loyally beside him in every undertaking, presented him with a "Big Stick." The implied meaning of the present was that the Pacemakers are always ready to be corrected and will bear merited punishment from Mr. Bowser without a whimper. The weapon caused much merriment and Mr. Bowser showed his appreciation of the gift by holding the stick in his hands for fully five minutes, examining and admiring it, so happy that he was scarcely able to say a word.

Mr. Bowser would not part from his symbol of power for the remainder of the evening and referred to it in a humorous manner on various occasions.

At this time bell boys of the hotel came rushing thru the hall with Special Banquet edition of the Boomer and after they were distributed someone had the temerity to suggest "Three Cheers for the Editor," which was roundly joined in much to the editor's disquietude.



### Talks on Salesmanship.

Following the address of Mr. Crandall, the toastmaster introduced Mr. Vorley Wright, of Chicago, who spoke briefly. His subject was "Salesmanship." In part he said:

"The selling profession calls for a high order of intelligence, but salesmanship is not nearly so complicated as many have said it was. While it is true there is a good deal of bumcombe in some of it, yet at the same time, a good salesman is a valuable man to any company.

"THE ESSENTIALS ARE—  
FIRST, GET IN.  
SECOND,  
MAKE THE PROSPECT  
WANT  
TO BUY.  
THIRD,  
CLOSE  
THE ORDER"



VORLEY WRIGHT,  
GENERAL SALES MANAGER  
OF THE OLIVER TYPE-  
WRITER CO., SPOKE ON  
"SALESMANSHIP."

"To be a good salesman requires three important steps—The first is to get in, the second is to make the customer want the goods you have to sell him, or in other words, get his signature to the order.

"The great trouble with a number of salesmen is that they want to jump from the first to the third. They get in all right, but they fail to get the customer to want the goods they have to sell. You must get the customer so he desires to buy what you have to sell. The final stage, after you have done the other two, is automatic.

"A salesman must have the knowledge of that which he sells. No salesman gets all or loses all. Sometimes a salesman's resourcefulness is not equal to the emergency. Of course we all lose orders, but I never saw a Bowser man lose one. This is probably due to the fact that I never saw but one Bowser salesman in action."

Mr. Wright concluded his address by saying that self-satisfaction often times tempts us to cease doing things and urged every salesman present to remember the three principal things about which he spoke and then they would have no difficulty.

### Noted Humorist Present.

Wilbur D. Nesbit, who followed Mr. Wright, said he could not talk to those with whom he was not acquainted as well as he could to those whom he knew. Mr. Nesbit lives in Chicago and was at one time an Indiana author. He was born in Xenia, O., and related many interesting events in connection with his boyhood days.



"Xenia,  
Ohio,  
where I  
was born  
is the  
best laid  
out  
town in  
the  
country.  
It died  
in the  
early  
fifties"

WILBUR D. NESBIT,  
THE POET-HUMORIST,  
WAS REMINISCENT

"It has been quite a few years since I lived up there at Xenia," he said, "and I remember of a man who lives in the same town that happened to be in Chicago and he came up to see me.

He asked me if I remembered the old house in which I was born and of course I told him yes. he said they had preserved the old house and had placed a bronze tablet on the house and then I supposed they erected some sort of a monument to myself. 'Well, what does the tablet say?' I asked him. 'Why, it says Main street,' was the reply. The fact of the matter is they hadn't erected any monument by which to remember me, but they were simply re-naming the streets."

Mr. Nesbit recited a number of poems which were well received.

### Mr. Yarnelle Sings.

Present at the banquet was Mr. E. F. Yarnelle and Mr. Bowser called upon him to sing a solo. He responded by singing the old familiar hymn, "An Old Fashioned Mother," and was loudly cheered.

### A PRESENT TO CRANDALL.

At this point the Pacemakers Club decided to make their present to W. V. Crandall, of San Francisco, president of the Pacemakers Club. It was a practical joke which they successfully played on him. When W. C. Chandler, of At-

lanta, arose to make an address in which he said he was to present a beautiful punch bowl to Mr. Crandall, he was very much surprised. After Mr. Chandler had spoken for twenty minutes telling him just how to use the bowl and how much the Club appreciated his services T. C. Potts, of Cleveland, emerged from the rear of the building with the coveted gift. When he had reached Mr. Crandall and was about to present it to him, he slipped and fell and broke the gift in a thousand pieces. Crandall was a little perturbed at first until some of his friends told him the joke had been pre-arranged.

The Fort Wayne district at this point burst into one of their yells and gave the following in fairly good concert:

We're the guys, we're the guys,  
That put the "Salve" in Savercool,  
That put the "bows" in Bowser,  
That put the "us" in Polhamus;

Ain't that the limit? Now, Sir.

We're the guys—  
That put the "cough" in Wyekoff;  
Also the "bell" in Schnabel.  
We put the "mill" in Milliron, too,  
And Armstrong we made able.  
But we all deny it, and you'll have to cast lots,  
To find the guy who put "T" in Pots.

• • •

The Hon. Frederick D. Landis, of Logansport ex-congressman from the Eleventh district, and a candidate for lieutenant governor in the last campaign, closed the program with a short address:

"There seems to be a discrimination," he said, referring to the Toronto delegation, "on the part of the English to carry away cups. Lipton tried it several times and lost, so you see you are greater than Lipton."

Mr. Landis said he used to be a salesman. He was a salesman for just three months. "I sold portable bath tubs," he said. I sold quite a number of them that Spring. The factory was late in shipping them and when I tried to deliver in August, when they came, my customers refused to accept them, saying the bathing season was practically closed then and they would have no use for them. I also tried clerk-

ing in a drug store. My duty was to attend to the soda fountain. One day one of our best liver complaint customers came in and paid his month's bill. The



proprietor called to me and told me to give the man a drink. I was fixing up something fancy for him and thought I would try some carbonated water in it. When I started to shake the dope the carbonated water got in its work and the whole thing exploded, throwing contents and shaker in every direction. I so scared that customer that it cured his

liver complaint and I lost my job.

I next went into the bill collecting business for a printer. I was given the hardest bill in the bunch to collect and it happened to be against a lawyer. I went to the lawyer's office with it but was told he was in court, so I immediately went over to the court to find him. He was arguing a case before the court when I got there but I walked right in and handed him the bill while he was talking. Without stopping he reached in his pocket, pulled out a ten dollar bill and told me to give him the change later. When I saw him later he scorched every inch of my hide, but ended up by offering me a job at \$4.50 per week and I accepted it on the spot."

Mr. Landis' talk was thoroughly enjoyed and roundly applauded.

By this time the sun was again getting ready to appear and only due to the "lateness" of the hour were we persuaded to break up.

After a parting prayer by S. F. Bowser we all arose to our feet and joining hands sang "Blest Be the Tie."

Thus came to an end the greatest Convention and Banquet ever held by the Company and we are already again looking forward to the next one at the close of this year.

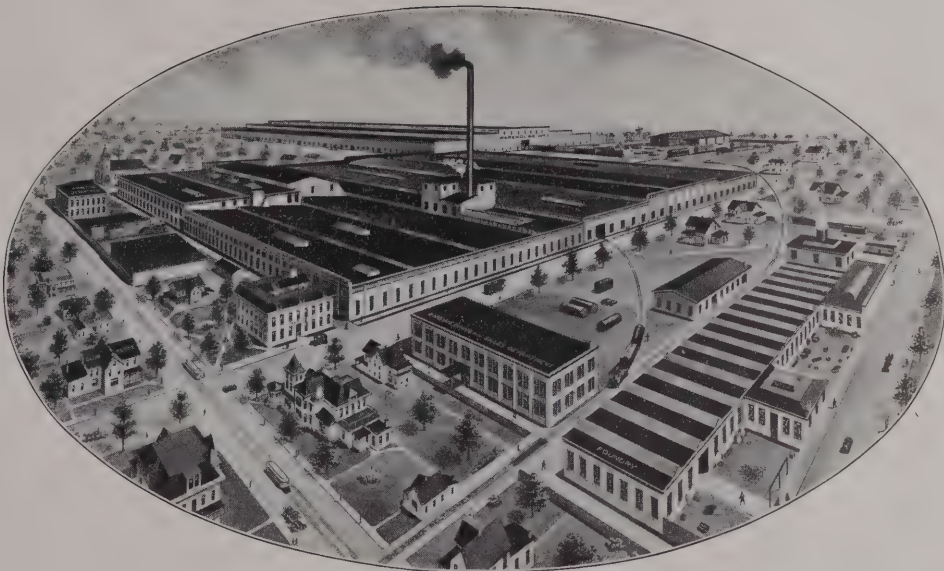




S. F. BOWSER  
FOUNDER AND PRESIDENT



TORONTO OFFICE AND FACTORY



HOME OFFICE AND FACTORY

## S. F. BOWSER & COMPANY, Inc., Fort Wayne, Ind.

Patentees and manufacturers of Standard Self-Measuring hand and power driven Pumps, large and small Tanks, Gasolene and Oil Storage Systems, Self-Registering Pipe Line Measures, Oil Filtration and Circulating Systems, Dry Cleaning Systems, Etc.

ESTABLISHED—1885

INCORPORATED—1899.

The employees today number about 1500.

The annual business last year ran over \$3,000,000.00.

Present capitalization \$1,800,000.00.

Its sales force of over 400 men cover the entire United States, Canada and Foreign Countries.

Factory equipped with railway track to all departments necessary and a private railway over a half-mile long connecting with the Penna. R. R., Wabash, G. R. & I., Nickel Plate, Lake Shore, L. E. & W., and C. H. & D.

### Train Loads of Material.

455 carloads of purchased material handled last year and 728 full carloads of Products loaded and shipped. Local shipments are hauled to Freight house by three large 5-ton electric motor trucks.

We are recognized in the steel market as the largest independent consumers of 12, 14 and 16-gauge galvanized iron and steel; we maintain a minimum stock of about thirty cars of steel.

We have our own Printing plant occupying 9,300 square feet of floor space.

### Own Electric Power Plant.

The Factory is equipped with its own water works and Electric Power plant.

It has its own Brass Band composed of employees from Office and Factory comprising twenty-one pieces.

The Factory buildings cover ten acres and have a total floor space of 214,082 square feet—not including the Toronto Factory or Branch warehouses.

The Office buildings occupy a quarter of a block.

The Company maintains a branch factory at Toronto, Canada; a warehouse at Atlanta, Ga.; one at San Francisco and one at Dallas, Texas.

Branch Offices of the Company are located at New York, Albany, Boston, Harrisburg, Philadelphia, Minneapolis, Chicago, Atlanta, Dallas, St. Louis, Toronto, and San Francisco.

The Foreign Offices are located at London, Paris, Johannesburg, S. A., Havana, Cuba, Buenos Aires, San Juan, P. I., Cape Town, Sidney and Mexico City.

## DIRECTORY of 1912 PACEMAKER'S CLUB

### —A—

Anderson, A., Toronto.....Secretary  
Armstrong, H. J., Fort Wayne.....Director

### —B—

Benham, M. C., Minneapolis.....Member  
Bird, E. R., San Francisco.....Member  
Bleecker, H. E., Toronto.....Member  
Bradshaw, H. J., Minneapolis.....Member  
Bramham, M. C., Minneapolis.....Member  
Byrd, A. L., Atlanta.....Member

### —C—

Carpenter, C. M., Boston.....Member  
Caskey, E. M., Chicago.....Member  
Chandler, W. G., Atlanta.....Member  
Coddington, R., San Francisco.....Member  
Comstock, C. F., New York.....Director  
Cornell, Geo., Minneapolis.....Member  
Crandall, W. V., San Francisco.....President

### —D—

Darden, D. W., Atlanta.....Member  
Darling, A. E., Minneapolis.....Member  
Davis, J. M., San Francisco.....Member  
Deming, W. N., Toronto.....Member  
Devereux, F. W., New York.....Member  
Dobson, H. E., New York.....Member  
Dolan, E. P., Dallas.....Member  
Duncan, R. L., Minneapolis.....Member

### —E—

Eggleston, C. R., New York.....Member  
Ettinger, E. C., Minneapolis.....Director

### —F—

Forsythe, J. H., Toronto.....Member

### —G—

Gumpper, J. D., Atlanta.....Member  
Gustorf, E. B., Chicago.....Member

### —H—

Harley, Geo., Toronto.....Member  
Hartgen, A. G., Philadelphia.....Director

### —J—

Jeavons, H. J., Toronto.....Member  
Johnson, R. S., Fort Wayne.....Member  
Jones, F. L., Chicago.....Member

### —K—

Klotz, E. F., San Francisco.....Member

### —L—

Laughrey, Frank, San Francisco.....Member  
Leonard, H. A., Chicago.....Director  
Leonard, R. D., Fort Wayne.....Member  
Lovass, E. J., Minneapolis.....Member

### —M—

McWaters, T. F., Atlanta.....Member  
Merickel, J. W., Toronto.....Member  
Milliron, E. L., Fort Wayne.....Member  
Moffatt, A. E., Toronto.....Director  
Morris, W. W., Jr., Dallas.....Director  
Murphy, E. J., Toronto.....Member

### —O—

Olds, F. H., San Francisco.....Member  
Olson, J. C., St. Louis.....Member  
O'Neil, J. P., Fort Wayne.....Member

### —P—

Potts, T. C., Fort Wayne.....Member  
Purdy, H. T., Atlanta.....Director

### —R—

Reuben, G. H., Atlanta.....Member  
Rhodes, T. H., Toronto.....Vice President  
Richardson, F. H., Boston.....Member  
Robertson, W. Y., Toronto.....Member

### —S—

Schnabel, Geo. H., Fort Wayne.....Member  
Shepherd, W. P., Minneapolis.....Member  
Sherlock, R. H., Chicago.....Member  
Simpson, W. T., Chicago.....Member  
Smith, J. Theo., St. Louis.....Director  
Smith, Lewis, Boston.....Director  
Smith, W. C., San Francisco.....Director  
Snyder, R. O., Fort Wayne.....Member  
Steele, G. A., St. Louis.....Treasurer  
Sterling, J. G., Minneapolis.....Member

### —T—

Taylor, S. F., New York.....Member  
Todd, A. F., Atlanta.....Member

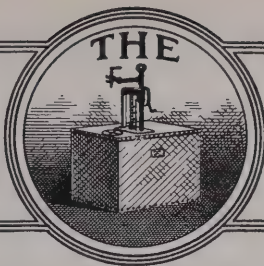
### —W—

Ward, David, Minneapolis.....Member  
Ward, James, Minneapolis.....Member  
Wyckoff, A. D., Fort Wayne.....Member

THE firm takes pleasure in honoring and commemorating the success of our salesmen and appreciate their efforts. In celebrating the victories of the prize winners, however, we are not unmindful of the many others in our organization who likewise have done their best and have faithfully striven to become Pacemakers but have failed.

We sincerely appreciate their efforts also but to them would say, let us use the past as a guide book and chart for the future and keep the defeats and victories fresh and green in our memories that we may profit thereby to the end that all may share as prize winners in honors at the close of this year—1913.





# Will This Be Your Banner Year ?

**Y**OU will read this Boomer with another year started—the same old resolutions made—some of them already broken. As we look back hurriedly at the past year with its strivings and its failures—its almoses and its not quites—the moments that stand out above all the rest are the ones when we have actually done something

So this year its easy—one thing to remember is to make each moment a big one.

Yesterday is a memory—tomorrow never comes—but today, this moment, is a reality. What are you going to do with it?

A loss of two hours a day means in a year, two whole months crossed off the calender. and the loss of two month's entire commissions.

Lose no time this year in qualifying for the Pacemaker Club as *early as possible*.

Let not one moment be wasted, at least not until you have first made your 500 points.

*Start Right and the Finish will be Easy*

## COST AND PRICE

Below is an article by the General Manager, subject "Cost and Price." We desire our salesmen to read and well consider this article. In it is information that should strengthen the salesman and help him to appreciate that a fair price on high goods is the best possible guarantee that the goods are high grade. In this article is much good general sales talk. Salesmen using this should do so with judgment, steering clear of statements that may lead to useless arguments.

The General Manager's object in giving this detailed information is for the benefit of the salesmen only as the Management knows the most successful salesmen are the salesmen who are sold themselves. Bowser goods are built upon honor and sold upon merit at a close price, product, company and the guarantee always made good considered.

One of the great reasons many men fail in business is because they first fail to analyze their cost. They figure the material and labor entering into an article represent its cost, and fail to properly consider what is just as much cost—their overhead and selling expense. This is also true many times of salesmen. The figures in this article, although fictitious, are largely what it would cost to operate such a business as the one mentioned, and are trimmed down to a minimum without jeopardizing the business. The price made on Cabinet "C" is placed at \$100.00, and shows they are scarcely on the safe side and cannot make much money as they surely will lose largely in an off year. This article does not apply especially to our business, but is the proposition any specialty firm selling their goods direct to the trade through their own salesmen have to consider.

If our salesmen realize these facts, as they exist in any specialty business, and that to do a successful business these facts must be taken into account, they would many times do much better.

It takes money to do business. Money is worth money or interest, if you please. Money is easily lost in a large business. It costs money to buy ground, on which to build buildings, and money for buildings. It costs money to keep these buildings in repair, and all the time they are depreciating in value. It costs more money for machinery and takes money to keep it in repair, much of it depreciates more rapidly than do the buildings. The city, county, state and nation all exact a tribute in the shape of taxes. The buildings, machinery, tools, books, etc., must be insured. Contributions must be made to worthy objects. Stamp bills, printing bills, advertising bills, telephone and telegraph bills must be met. Salesmen's salaries, commissions and traveling expenses must be paid. Employees to manufacture the article manufactured, must be paid. Blue prints, engineering sketches, etc., to work with, must be had, which all mean money. The workmen must be looked after by proper foremen. There must be fuel and water for boilers, oil and waste for the engines, heat for the factory and office, watchman at night. Trucks to transport the material finished and unfinished, shippers, bookkeepers, accountants, order clerks, collection clerks, expert engineers, tool makers, pattern makers, executives, etc., etc., etc., all of which are as much the cost of an article as is the material the person outside the business sees and which is about all many do see, sometimes very much to their loss, as is shown by the great number of business failures.

In buying any article it is money in the purchaser's pocket to buy it of the responsible firm who gets a price to cover the expense of the article purchased, as that firm knows their business and are the people who manufacture an article as it should be. The shoddy firm manufacturing the shoddy article, with shoddy methods of manufacture, must turn out shoddy goods. Remember a reasonable price for an article, which will cover the total expense connected with its being placed on the market, is the best guarantee of its worth and reliability. Any less price means demoralization of article as well as business and argues bad for the purchaser who will likely find later he has made a bad bargain and has no recourse, for a lack of attention to the proper relation of cost and price means failure and ruin to all concerned in the article, buyer as well as seller, as far as that article is concerned.

Mr. Newton, a nephew of J. M. Newton, president of the Newton Company of Newtonville, represents that firm of manufactures in a southwestern state. The firm of Newton manufactures a splendid store and office fixture known as Cabinet "C." Young Mr.



Newton, a hustler, has represented his house for several years, long enough so he has come to appreciate much about the intricacies of the business, and as the old gentleman expects to do more for the young man, he has put him in touch with some of the business details.

Among the storekeepers Newton has been trying to interest in Cabinet "C" is a Mr. Wren, who has been in business for twenty years and has done business without Cabinet "C." Mr. Wren, however, has become convinced that he would profit by having Cabinet "C," but he cannot see why he should pay \$100.00 for it. He figures the material and labor in the cabinet cost about \$15.00, and consequently, the firm of Newton is making about \$85.00 on every Cabinet "C" they sell. He, in a general way, knows they have some office expense, and it costs something for salesmen. However, never bothering himself to give this matter any particular attention or consideration, he still figures they make just about \$85.00 per cabinet, as the other expense in so large a business is a small matter which makes little difference.

He had heard that peaches grown in his country brought the grower 65-cents per bushel, and that the grower made 30-cents per bushel on the peaches. He has also been told that peaches were sold in Denver to the consumer for \$2.25 per bushel. He immediately decided that someone is robbing the grower to the extent of \$1.60 per bushel; blames the railroad and commission men and sets them down as a pack of robbers, forgetting that the railroad must have enough for handling the peaches to pay the expense and a profit; that, likewise, the commission man must have the same, and that, perhaps, both will lose on similar transactions as there may be an over-supply of peaches, or they may be received in bad order and have to be sold at an actual loss and that the commission house necessarily will have to charge enough more on the next consignment received, when the market will warrant the price, to make up their loss on the first one received, and pay a profit besides.

While Mr. Wren sees in young Newton a salesman instead of an order taker, he has failed to grasp that such men can command higher wages than order takers, and if he has given the matter any consideration, he has thought he gets about \$65.00 per month, which is a big salary as he only pays his clerks \$10.00 and \$12.00 per week. Young Newton is on his regular trip, has worked hard with Wren without success, but before leaving the town, decided to give him another trial. Mr. Wren, however, still sticks on price, insisting that Cabinet "C" might be sold for \$35.00 and make the firm a lot of money, as the material and labor in the Cabinet do not cost over \$15.00. Young Newton then decides on a new track and says:

"Mr. Wren you know I am a nephew of the President of our Company. This is my last call on you as a salesman. After this trip I go into our office. On my last trip home my uncle showed me what it costs to make and sell Cabinet "C." You say Cabinet "C" should be sold for \$35.00 and make my people a big profit. Well, Mr. Wren, let me tell you it costs \$30.00 to sell every Cabinet "C" that is sold. Yes, it costs more than that, for \$30.00 is what I get and every other salesman gets every time we sell a Cabinet "C."

Mr. Wren, for a minute, is speechless, but shortly says:

"So it's you that is making all the money, eh? The old man is taking you in to finance the concern I reckon. I don't wonder that you and them other fellers that called before you, were so anxious to sell me one of those Cabinets "C" as you call them. No, I don't want any. **Thirty Dollars!** Why that's more than I pay my clerks in two weeks."

"Well," says Newton, "I am not asking for your order now, I just wanted to show you my firm did not make \$85.00 on every Cabinet "C" they sell. As for me, I am making a fair living and saving a little money, but, Mr. Wren, how many times have I called on you? Do you know?"

"Oh, I reckon half a dozen times, anyhow."

"Yes sir, Mr. Wren, I have called eight times in the four years I have been in this territory—three times you were away, but I know a Cabinet "C" will make you money and that is **what** should interest you. If it cost \$1,000.00 and was of no benefit to you, you would be foolish to pay \$5.00 for it. Now, Mr. Wren, I have been here eight times, and have spent—in waiting for trains and here with you—two full days, and have not re-

ceived your order either. Supposing you gave me your order today, considering the time the fellows before spent with you, how much would I be making a month? Don't know? Well at the rate of not over \$200.00, and out of that, Mr. Wren, I must pay my railroad fare, hotel bills, laundry bills, livery bills, and some times, Mr. Wren, I get stuck, lose out on some fellow who seemed all right and don't get my \$30.00. Other men are much like you, Mr. Wren, and so if I sell three to five Cabinets a week, I am doing well, and when I pay my expenses and stand my losses, it only leaves me a little more than I could make at home. I am sure you will agree that a man who stands what a salesman has to stand, and who sacrifices home comforts, should have a little something for doing so."

"You see, Mr. Wren, our business is different from many other kinds of business. We must have salesmen to sell our goods, which costs money, as while we advertise extensively and have an article those who buy say is many times worth what they pay for it, still there are few men who will buy except on personal calls, and many are very slow, even then."

"Well," says Mr. Wren, "guess I did not think just what it cost to sell those Cabinets, but even after paying \$30.00 to sell one, which seems a frightful price, it still leaves your firm \$55.00 for profit."

To this Mr. Newton says—"Again you are mistaken, Mr. Wren. To begin with, the material and labor in one of our Cabinets costs \$30.00, but that is only a small part of the expense of our Cabinet. You know, Mr. Wren, before our people could make our Cabinets, they had to have a factory to make them in, and machinery with which to make them. These, Mr. Wren, cost them for buildings and ground .....\$ 200,000.00

For machinery ..... 300,000.00

They had to have some material to make the cabinets, and before they could sell any of the cabinets they had in stock, raw, partly finished and finished 200,000.00

Then, while they were shipping the cabinets and waiting for the money to come in on those sold, they had to have money to pay us salesmen, their office help, their factory help, and for advertising and other expense, which amounted to ..... 300,000.00

\$1,000,000.00

When our people went into business they had a paid up capital of .....\$1,000,000.00

They had to insure their buildings, machinery, stock and employees, and that costs them per year ..... 12,500.00

Then the assessor was after them and they had to pay taxes of ..... 6,500.00

Then there were special taxes for street improvements, sewers, sidewalks, etc., which cost them ..... 2,000.00

Before starting the plant they had to have some fuel, engineers and firemen. They had to have water for the boilers and plant, and these cost them per year ..... 10,000.00

They had to have watchmen, janitors, man to take care of the machinery, and these cost per year ..... 5,000.00

They had to have a good man for factory manager and an assistant, also a number of foremen and clerks to handle the time of the workmen and to look after the factory correspondence, and these cost them, per year .... 12,000.00

They had to have expert tool makers, pattern makers and foremen and these cost them per year ..... 20,000.00

They had to have a storekeeper and a lot of clerks to properly look after the material of the company, and these cost them, per year ..... 8,000.00

They had to have inspectors, shippers and warehouse men and these cost them, per year ..... 10,000.00

They had to have oil and waste for the engine room, and this costs them per year ..... 1,000.00

They had to have truckmen, feed for horses, gasoline for trucks, etc., and these cost, per year ..... 2,500.00



They have some outfits damaged in transit, some returned in more or less bad condition by people who cannot pay for them after buying, and this, with the freight they must pay, costs them, per year .....	12,000.00
Their buildings are depreciating every day, and this costs them, per year ..	7,500.00
Their machinery, etc., depreciates faster and this costs them, per year ....	30,000.00
In order to secure salesmen, answer their correspondence, see that matters concerning sales have proper attention, it requires a Sales Department, with a good Sales Manager at the helm. They had to have an Accounting Department, a Collection Department, an Advertising Department, an Order Department to look after the orders, a Purchasing Department. They had to have stenographers, filing clerks to file correspondence, girls to send out advertising matter, and these cost them .....	85,000.00
They had to buy circulars, letter heads, bills, statements, and advertise in various mediums, and this costs them .....	60,000.00
They have to spend money for postage, for telephones, for telegrams, for repairs to models, express on same and numerous other small items, and this costs them, per year .....	15,000.00
They have to heat and light their offices and factories, and this costs them ..	5,000.00
They have losses on accounts and this costs them, per year .....	15,000.00
They have to have men to see their salesmen occasionally, to go out and make repairs at times, have the salesmen come into the factory for instructions at stated times. Some times they offer prizes to salesmen to stimulate business, all of which costs money, per year .....	15,000.00
Then the officers of the Company have to be paid for their time, for they spend all of their time looking after business, and this costs, per year ....	15,000.00
A total of .....	\$ 349,000.00
"We are doing, Mr. Wren, a business of One Million Dollars per year. As material and labor in one of our cabinets cost us \$30.00, and we are selling 10,000 per year, they cost for material and labor alone .....	300,000.00
As it costs as much more to sell them, that is.....	300,000.00
The expense for running the business, as just mentioned, is .....	349,000.00

It makes the 10,000 cabinets cost .....\$ 949,000.00

Or **\$94.90** per cabinet, Mr. Wren, instead of \$15.00 as you figured. Should we have crop failures and bad business conditions, they would cost much more per cabinet as we would have largely the same expense.

"Now, Mr. Wren, as I said to you before, the real fact is that the cost of Cabinet "C" does not enter into the purchase of the cabinet, as it makes no difference how much it cost; that does not determine its value to you. It is what it will do that interests you, and I believe, Mr. Wren, from what you have already said, you really feel that Cabinet "C" will be a good investment for you; that it will save you money, paying you a large rate of interest per year on the money invested, so much so, that in a short time you will make back the original price of the cabinet and it will be a money maker for you for years to come. Not only a money maker in the sense that the money it directly saves you soon pays for the cabinet, and from it directly you derive a good revenue you are not receiving today, but Cabinet "C" will draw you trade, people will appreciate the dispatch with which Cabinet "C" will help you handle your business; they will appreciate the improvement in neatness and safety Cabinet "C" will bring you, and this means more business to you, Mr. Wren, for in this day of improvement, pure food agitation and sanitary methods of doing things, the merchant who has the most up-to-date and sanitary methods of doing business is the merchant who is going to win. I have seen, Mr. Wren, just how you have felt about this Cabinet, and as a business man to business man have told you some facts we do not ordinarily tell our trade, and now, Mr. Wren, as I have shown you, our people cannot sell Cabinet "C" for any less money and make any money at all. I know you are ready to sign an order for one of these cabinets for prompt shipment."

# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY  
S. F. BOWSER & CO., Inc., FORT WAYNE, IND.

Edited by C. H. DAVIES

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS EMPLOYEES

FEBRUARY 15, 1913

## ARE YOU A COMER?

We mean a comer to the Pacemakers' convention of 1913?

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Bully for January! We beat the January of a year ago by over 2,000 points. Distributing that among all our salesmen would mean an average increase of about seven points per man. Now let's beat it in FEBRUARY.

◎ ◎ ◎

Look our for the Pacific Coasters this year. They have already had six full carloads of goods shipped to them this year—San Francisco evidently has determined to "do their shopping early"

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Winners, please remember the stairway of success echoes with the tread of heavy shoes going up and the patter of patent leather coming down. It requires continued hustle to keep going up.

## THEY DIDN'T BELIEVE IT.

Passing a large Bowser tank about to be installed in a small railway town one day, two farmers read this sign on the tank:

"For the storage of 25,000 Gals."

"That's all nonsense," said one of them, "There ain't that many women in this whole town."

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Upon investigating the final standing of the salesmen in the Pacemakers' race which ended December 21st, we find that the first 150 salesmen averaged exactly 500 points each. Or figuring the entire sales force excluding those entering services in the last quarter, each salesman will average a little less than 400 points.

These figures would indicate that at least over half of our sales force should have no difficulty in securing membership in the Pacemakers Club this year—Dig IN and see that YOU GET YOURS.



## A BOWSER FOB.

The accompanying picture is a view of the Bowser Fob which is just being supplied to all of our salesmen.

The pendant of bronze, is gold plated, the Cut 241 is worked in relief and is finished in jewelers' red enamel. In fact a description of it is unnecessary as you all have or will get one presented to you.

The object of this announcement is merely to state that should any of our salesmen desire to present one of these badges to a few favorite prospects or customers, the firm will be glad to supply them to you in any quantities desired—giving you the advantage of the 1,000 quantity price.

Opportunity takes very little rest. You can meet her every morning most anytime after day break.

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When duty calls be prompt with your answer. It may be opportunity in disguise.

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When you think you are fooling the old man you are just handing yourself one in the solar plexus.



### CHANGES IN OUR ORGANIZATION.

There has been a number of changes in our organization recently; most of them having been mentioned in General Manager's letter of February 6th. The letter referred to states some very interesting facts which are in part as follows:

Due to the increase in volume of business and the additional work in the General Sales Department, Mr. Zahrt, who had been in the Executive Department, had been transferred to the General Sales Department, taking up in that department the management of the garage, the general store and such other lines as might be handled by the garage and store salesmen, Mr. Corey retaining the railroad and factory sales work, in addition to which he took on the engineering work. Mr. Corey has now also taken on the Service Department work, installation, exchanges and repairs, which was formerly handled by the Collection Department.

The department under Mr. Corey is known as the Engineering Sales Department, and the department under Mr. Zahrt will be known as the General Store & Garage Department.

It being impossible even with this division, on account of the volume of business, for Mr. Corey and Mr. Zahrt to properly handle their departments in all the details, Mr. H. C. Storr has been made assistant to Mr. Corey, and an assistant for Mr. Zahrt's department will be named a little later. These two assistants will have charge of the departments as far as the detail work is concerned, being responsible for same.

In addition to Mr. Storr in the Engineering Sales Department, Mr. Morris will assist Mr. Corey in looking after the filtration work, Mr. L. F. Johnson will assist him in looking after the engineering work, and Mr. L. E. Bowser will assist in looking after the service department. These three gentlemen will work with Mr. Storr and be responsible to him for the proper handling of the detail work in their respective departments, taking matters of policy and of special importance up with Mr. Corey.

The foreign sales force has been placed in charge of Mr. R. G. Schulze, under Mr. Dunkelberg, who in addition to his duties as Treasurer and looking after the Treasurer's Department, will look after the foreign business.

Mr. S. B. Bechtel, Assistant General Manager, will devote his time to the American and Canadian sales work.

In addition to these changes at Fort Wayne, the following have been or will be made at other points:

Mr. J. W. Runyan, who has so acceptably held the position of Manager of the Safety & Insurance Department, on account of his family

has requested that he be placed again in sales work with headquarters at Philadelphia, and has been appointed Superintendent of the store and garage sales of the Philadelphia Division, with territory embracing Philadelphia and several counties in that vicinity.

Mr. H. C. Carpenter has been appointed to the same position at New York City, with territory covering New York City, Long Island and several adjacent counties. Mr. Carpenter reporting to the Harrisburg office.

A similar arrangement will be made at Boston, the name of the Boston Sales Superintendent being announced later.

Mr. J. R. Sibley has been appointed Boston Engineering Sales Superintendent, reporting directly to Mr. Corey. Mr. Sibley's territory covers Central and Northern New England with the exception of Vermont.

Some time since the Company came to the conclusion that it was good business, instead of having branch offices in the great cities, to place them in smaller cities where there would not be so many annoyances from outside sources, and where the business could be done in a manner more satisfactory to the firm, its customers and employees. For this reason the branch offices at Philadelphia, Boston and Chicago were closed last year, and New York is now being closed, sales offices having succeeded the branch offices in all these cities.

In order to take care of the business in the East, however, new branch offices are now being opened at Albany, N. Y., and Harrisburg, Pa. This places an office at Albany, where the large warehouse is located. It is also likely some warehousing will be done at Harrisburg, although the territory being nearer Fort Wayne, the necessity for warehousing at Harrisburg is not as great as at Albany.

Mr. J. H. McConnell, previously the District Manager at St. Louis, has been appointed District Manager of the new offices at Albany.

Mr. R. S. Colwell, previously District Manager of the New York Office, will be District Manager of the Harrisburg Office.

Mr. A. D. Wyckoff has been appointed to the same position in Pittsburg as Mr. Sibley has in Boston, his territory covering Western Pennsylvania.

Mr. Henry E. Anderson, heretofore District Manager of the Boston and Denver Offices, has been selected to look after the Company's business in Europe, and will be transferred to London at an early date.

Mr. C. C. Barnet, who acceptably filled the positions of Assistant Manager to Mr. Hance, salesman and division superintendent, has been appointed to succeed Mr. Anderson at Denver as District Manager.

Mr. R. G. Shulze of the Export Department will be assisted by Mr. S. M. Gay, formerly with the Flint & Walling Co., and Mr. Goshert, who has been in the department for some time, and also by an able corps of translators and stenographers.

Mr. G. H. Hastings, who so acceptably filled the position of assistant to Mr. McConnell, has been appointed District Manager at St. Louis.

The firm is also opening a warehouse at Winnipeg, Manitoba, where a large stock will be carried, and where a district office will be opened a little later.

The friends of Wm. E. Jenkenson, who has been with us so many years on the Pacific coast, but left recently to go into the real estate business, is again back with the company.

Mr. Jenkinson will do special factory work under the direction of the home office and we hope he will show some of his old time prize-winning form.

E. L. Jenkenson, his son, is also again with us covering territory on the coast.

Roscoe L. Heaton and George Bacon both previously engaged in office sales work at the Atlanta office, are again back to the home office. Mr. Heaton has a desk in the Engineering Sales Department and Mr. Bacon is in the Fort Wayne Sales Department.

R. L. Corey, formerly of the New York office, will go to Winnipeg, Canada, where we are locating a new warehouse.

Fred A. Morgan has connected with the company and will go to London with Mr. Anderson. Mr. Morgan formerly lived in Florida where he was engaged with the Gulf Refining Co.

C. C. Fredericks, formerly in the real estate business here, has entered the services of the company in the General Sales Department.

Dan. G. Milligan, L. G. Kamp and Chester Hosier have entered the Engineering Sales Department, Mr. Kamp directly under Mr. Morris, and Messrs. Milligan and Hosier under Mr. H. C. Storr.

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Mr. William Mann who has been covering Cincinnati for some time, has made a change and is now doing special work at the Home office. He also has in charge the training of salesmen, assisted by A. S. Bowser.

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Mr. G. R. Amsden lately connected with the collection department, has taken up office sales work at Philadelphia, under Mr. Runyan.

R. L. Roberts, until recently commission accountant in the auditing department, is now located at Pittsburgh where he will take care of the office sales work. Mr. Roberts previously covered territory with the Bowser grip which experience well qualifies him for his new position.

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Mr. H. O. Chilton has accepted a position in the Fort Wayne sales department, succeeding C. M. Biddle, who left to go into the automobile business in Syracuse, N. Y. Mr. Chilton is a son of S. M. Chilton who travels for us in Virginia.

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All these changes are made in the interest of an increasing business and it is our expectation they will stand for greater efficiency, as well as a greater business.

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A very extraordinary circumstance came to notice recently in Mr. J. P. O'Neil's territory. On his last trip to Clearwater, Kans., he was successful in selling ten outfits. This town is a little out of the ordinary, having a population of about three hundred and the merchants have purchased sixteen Bowsters since last August. The town now has about \$6.20 invested in Bowser Outfits for every man, woman and child in the village; three of the outfits in use are 10-bbl. Cut 41's; two of them, 5-bbl. Cut 41's; and one is a 3-bbl. Cut 41. There is also installed in this town eight Cut 64's, and two Cut 110's, with barrel track, cradles, dash and hoist.

Until we can learn of some town which is more thoroughly Bowserized, we will refer to Clearwater, Kans., as our spotless town with J. P. O'Neil as Chairman of the Board of Improvements.

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Mr. J. R. Sibley, who covers the factory line in Boston, has recently secured two helpmates in Allen Clark and C. W. Morrison. These two new men have been to the factory for a thorough training and took to the line like a duck does to water. Upon their return to the New England States, we are expecting great things from Mr. Clark and Mr. Morrison and we will watch their records with much interest.

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It is as hard to stay at the top as it is to get there. When a man becomes content he is also liable to become lazy.



**TWO EXAMPLES.**

The wise business man watched a young fellow light a cigar and carelessly flick the dead match into the waste basket.

"If I positively knew that a match had been cold for a week," he remarked quietly, "I would not throw it into the waste basket."

—:—:—

An old uncle of mine gave his boy a good whipping for pointing a wooden gun at his little sister.

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The men may be extremely conservative but the chances are they did not suffer for it.

I have seen druggists and manufacturers handling their oils in most careless fashions. They threw their business matches among the waste paper; they took chances of getting burned.

Sometimes a prospect refuses to accept the recognized "Standard Equipment" and purchased an imitation—maybe his gun is made of wood and maybe it isn't.

It is better to be safe than sorry.

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We have read several very splendid poetic effusions in the columns of the Boomer from our sales force and to be specific in this, we mention among our poet contributors, J. Gary Rodman, T. C. Potts, W. D. Alleman and Mortimer D. Richards.

It looks as though the sales force are likely to lose their laurels to the factory department, as we are just in receipt of a communication from Ned. L. Heatt, who works in the stock room, who kindly favored us with the following poem:

"THE BOWSER HABIT"

There's many a place in this dear old state,

Where they make oil tanks at an awful rate;

But nevertheless, it is confessed,

Of all oil tanks, Bowser's tanks are the best.

But, lest we forget let us mention,

Bowser's pumps must have some attention;

For they themselves, measure and figure the cost,

While most poor men would in figures be lost.

Bowser also makes self-oiling systems,

Which always keep oil in the steaming pistons;

No bearings or cross heads to scrape and babbit,

After you once get the Bowser Habit.

NED. L. HEATT.

Fort Wayne, Ind.

If any of our readers feel that they can go Mr. Heatt one better, we will be pleased to receive the effusions. To the best one received, we will donate the author a year's subscription to the Boomer.



H. D. MURDOCK

One of the St. Louis "Comers."

A month ago Mr. H. D. Murdock, who had been occupying Missouri territory, was sent into Kansas, where he secured phenomenal business, and in returning home for the holidays, he was requested to stop at Marshall, Missouri, to take care of a garage prospect. Mr. Murdock comes in this morning with his order, No. 171, specifying one ten-barrel 241, three two-barrel Cut 25's, one Cut 124, portable, with a few accessories, amounting to seven hundred and sixty-two (\$762.00) dollars, with a draft on the St. Louis Bank attached. Attached to this order is a personal letter from Mr. Murdock advising that since he took up our line on July 18th, he had secured sufficient business to consume 341 points in 1912.

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Be just as free about answering questions as you are to ask them for the best way to learn is through a fair exchange of ideas. You have no right to the ideas of others if you are stingy with your own.

## Echoes from the Convention

During the convention we heard a number of stories. Some were about salesmen present, while others were of hunting and fishing expeditions of which they had participated.

One very laughable story was told about A. W. Dorsch, of an occurrence when he first came with us. Mr. Dorsch knew very little about horses and when he came with us he traveled up in Michigan which territory requires considerable driving. As Mr. Dorsch was not familiar with the tricks of horses, he was very much at a loss to understand their ways for some time. One day he made a drive out of a town and it took him quite a long time, much longer than really necessary. When he returned the liveryman asked him where he had been that it took him so long. Dorsch told him that he had only made this one town. The liveryman asked him what detained him. Dorsch said that he had not got very far until the horse yawned and as the horse yawned the bit dropped out of his mouth. Dorsch said the pesky horse kept him there two hours before the horse yawned again so that he could put the bit back in.

There was a little story told about J. W. Davis, who travelled out of Los Angeles. He has made quite a record in securing cash with order and it was said that he went in to call upon a prospect whom he finally sold. He induced the prospect to pay cash and in figuring up the order it was found that the outfit Mr. Davis sold cost \$198.00. The prospect pulled out a \$200.00 bill and gave it to Mr. Davis and awaited for his change. Mr. Davis felt about his clothes, but did not happen to have \$2.00 in change or a \$200. bill. Not caring to leave the man with the money, Mr. Davis finally said, "Well, I guess I will have to sell you \$2.00 worth more of equipment"—which he did.

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There was a very odd story told about H. G. Granger, who is visiting us from Paris. Mr. Granger has met almost everybody about the factory from the office boy up. He asked one of the office boys one morning how he felt and the office boy said, "Out of sight." While Mr. Granger understands and speaks English very well, he did not quite catch on to this slang and asked the boy what he meant and the boy



The "Mysteriously Handsome" delegate from Texas.



said—"O! Way up! Way up!" Mr. Granger caught on that it was just an expression and decided to use it himself the next time there was an occasion. It was not long until someone asked Mr. Granger how he felt and Mr. Granger immediately replied—"O! You can't see me! You can't see me!"

◎ ◎ ◎

Runyan was asking one of the boys whether there were any rabbits in his country and a friend replied that there were quite a number. Mr. Runyan wanted to know if they used a gun or set traps for them. The friend replied that he would take a gun and hide behind a rock and make a noise like a turnip. This riled Mr. Runyan and he said whenever you come here to hunt rabbits, that all you will have to do is to sit quiet in a cabbage patch and look natural.

◎ ◎ ◎

### NUPTIAL AND NATAL STATISTICS.

We have not undertaken to maintain a column in The Boomer under this heading, not because there are so few occasions for its use in our organization but rather because the incidents are so frequent we might not have room for them all and furthermore we might accidentally miss a mention or fail to get it and then we might be charged and sued for intentionally suppressing the news.

Several of these auspicious events occurring in January, however, has caused us to break the silence and we are pleased to make the following announcements:

On January 22nd, occurred the marriage of Miss Edith Caroline Soest, of Fort Wayne, to Andrew Durand Wyckoff, of Pittsburg. Miss Soest is well known in Fort Wayne which has always been her home. They became acquainted while Mr. Wyckoff was employed at the home office.

Mr. Wyckoff is now manager of the Pittsburg office, where the happy couple will make their home and the many friends in the organization wish them a life of unalloyed happiness.

#### Another Mr. Bowser in Town.

On January the twenty-sixth Mr. and Mrs. A. S. Bowser were made the happy parents of a baby boy. The son has been christened Albert S. Bowser, Junior, in honor of his father. We welcome the new little Bowserite into our midst and congratulate the happy parents. Splendid! Another Boomer subscriber.

#### An Elopement.

E. J. Gallmeyer, salesman in Denver, slipped over a very neat trick in the first part of January. In fact it was during the Pacemakers' convention. Oh, what would have happened to him if that bunch would have found him out. Mr. Gallmeyer's home is here and it was quite natural for him to come home for the holidays.



Mr. and Mrs. E. J. Gallmeyer

However, one morning Miss Selma Hoppe, a stenographer in the General Sales Department, did not appear and upon investigation we found the couple had gone to Detroit, where the couple were married and had gone direct from there to Denver. Mrs. Gallmeyer had been with the firm several years and her experience and knowledge of her husband's business will be an aid and encouragement to him.

E. J. Gallmeyer received his early sales training under Fort Wayne district, doing special work in and around Fort Wayne. He was later transferred to Denver where he has been giving a very good account of himself. He has splendid ability and you may expect to see him a Pacemaker among the forty high men from the Denver office this year.

The firm joins with their many friends in congratulating the "Newly-weds" in wishing them every happiness and success.

—:—:—

Only last week Miss Hazel Swartz, one of Mr. Little's stenographers in the Fort Wayne Sales Department, failed to appear one morning. It later developed that she had eloped and was married. Mr. Little says if this keeps up it will be necessary to count noses mornings and evenings.

◎ ◎ ◎

When you just do your plain duty, your salary figures stand still.

—:—:—

When you have done something worth while, your chance for happiness starts.

—:—:—

The Fort Wayne Sales Department recently had as visitors several of their salesmen, among whom were: J. M. Prigg, Washington, Pa.; W. B. Offerle, Warren, Pa.; S. M. Chilton, Roanoke, Va.; J. M. Chilton, Roanoke, Va.; J. B. Marshall, Rochester, Pa.; A. J. Abbott, Coleman, Mich. These salesmen seemed to enjoy their visit to the factory very much and no doubt the trip was both interesting and instructive. We hope they give us another call soon.



**J. D. GUMPPER**  
Under Southern Palms.

Jake has returned to Florida where he promises to go last year's record "one better." The above shows him in his working regalia. It is certainly an alluring view when the mercury is flirting with the zero mark up here.

### THE OPERATING PROBLEMS OF MOTOR TRUCKS.

The self-propelled business vehicle has come to stay, and has attained extraordinary success. In the use of auto trucks, there is a search for maximum efficiency, and the matter of prompt and efficient delivery is becoming a science. When the horse was used, not one merchant or manufacturer in a thousand knew, with any degree of accuracy, the operating costs. When the truck was introduced, it came upon a field heretofore full of inefficiency and waste. Horse drawn vehicles were always operated under low tension methods. The motor system must be operated under high tension methods to secure the best results.

It is important to know how to key your delivery system up to top-notch efficiency, which means the selection of a truck particularly suited to your purposes. In the modern, commercial truck service, you will find they use driver's reports, repair sheets, mileage tables, tire costs and the charging of gasoline. This brings truck operation up to a businesslike basis. With the increased cost of gasoline, perhaps one of the most important items is the efficient storage and handling of this liquid. It is impossible to maintain an accurate record or secure the maximum efficiency without a Bowser equipment for the storage and delivery of the gasoline.

The development of commercial garages is just beginning and we wish to particularly call our salesmen's attention to this line. What an immense virgin field lies before the truck manufacturer can be judged somewhat when one considers that there are over 31,000,000 horses engaged in drawing commercial vehicles in this country alone. These are government figures; and from the same source is gained the information that the annual production of horse-drawn vehicle is close to 900,000. There are about 10,000,000 horse-drawn vehicles, all told.

Take New York City as one example of the possibilities in a single city—the city most apt to take quickest to the solution of the delivery problem as offered by the motor truck. In January, 1910, the number of commercial horse-drawn vehicles in this city was approximately 231,000. Registration showed 783 motor trucks owned by 274 firms and individuals. A year later the number of motor trucks in use had practically doubled. Taking as a basis that the truck will do the work of three wagons, the motor truck requirements of New York City alone is over 75,000, to replace horse-drawn vehicles. This is practically double the annual output of all the motor truck manufacturers in the United States. Considering that this records the possibilities in one city alone, one can readily judge the possibilities of the motor truck industry in the entire United States. Truly, a rich harvest for years to come awaits the Bowser salesmen. Bowser equipment to the automobile is almost as essential as gasoline, for the two go together, and when equipping a garage with Bowser outfits, you are in the position of an efficiency engineer who recommends an economical, time-saving and efficiency-producing apparatus to the garage.

• • •

When you have a chance to work, then you've got all the world offers.





## SELL COMPLETE OUTFITS

You as a salesman are naturally interested in increasing your income. You can do this by increasing the size of your tank orders and selling the outfits complete.

It is often possible to raise a man's order from a three to a five barrel tank or from a five to a ten barrel size.

We do not mean that you should over sell a man, but you should insist on him purchasing a tank amply large enough for his needs and persist in it with all the force the case will permit. Also, don't forget the accessories. Some of our salesmens busi-



ness on accessories alone last year amounted to nearly \$2500. Figure the commission for yourself on this and see if it isn't worth while.

All this increased business can be secured without additional expense. While you are on the ground sell the man everything he needs even if it does take you a little longer.

A number of salesmen fail in these two items because they are too anxious to get away as soon as they get any kind of an order in sight. Don't get nervous. Stay and put the order through right. It is the experience of us all that many times we could have secured a bigger order if we had only asked for it hard at the time.

*Strike for Larger Sales in 1913*

## Echoes from the Convention

There seemed to be quite an argument during the convention between Eggleston and Devereux about some bet—all our reporter could get of it was that Devereux lost and wouldn't pay. Eggleston brought Runyan and Shulze in as a witness to the fairness of the bet. The amount was \$100.00. Write and tell us what this is all about, Devereux. We will hold the stakes.

• • •

At the entertainment given at Mr. Dunkelberg's home during the convention, among other there were professionals known as the Marks Brothers. They said some very clever things and to give some idea of their wit we are reproducing the following:

Adolph: Hello, Rudolph! My but you look a happiness; vat is the reason?

Rudolph: My wife went to work this morning.

A. Ach, you are such a nonesense, Rudolph; there is much get-rich-quick swindlers nowadays and I have it an idea.

R. Gif it to me und I'll eat it.

A. This is nothing to eat—an idea is a creation from der human brain.

R. Is dot a factory?

A. No, an idea.

R. How does it work?

A. By the central fuegal movement which

increases with the gray matter from the bast of der brain.

R. How do you know all dis?

A. From the study of astrology and astronomy in which the gravitation of the earth revolves every twenty-four hours.

R. You surprise me with astonishment.

A. Why, for inkstands, take the planets—the sun, the moon and stars—You know what a star is?

R. Sure! Maude Addams or Lillian Russell is a star.

A. You talk like a coupon. Lillian Russell is a cigar; eight for—I mean stars like the big dipper and Venus.

R. Venus is a statute.

A. Every time you open your foot you put your mouth in it—How is the earth divided?

R. Between Hetty Green, Standard Oil and Morgan.

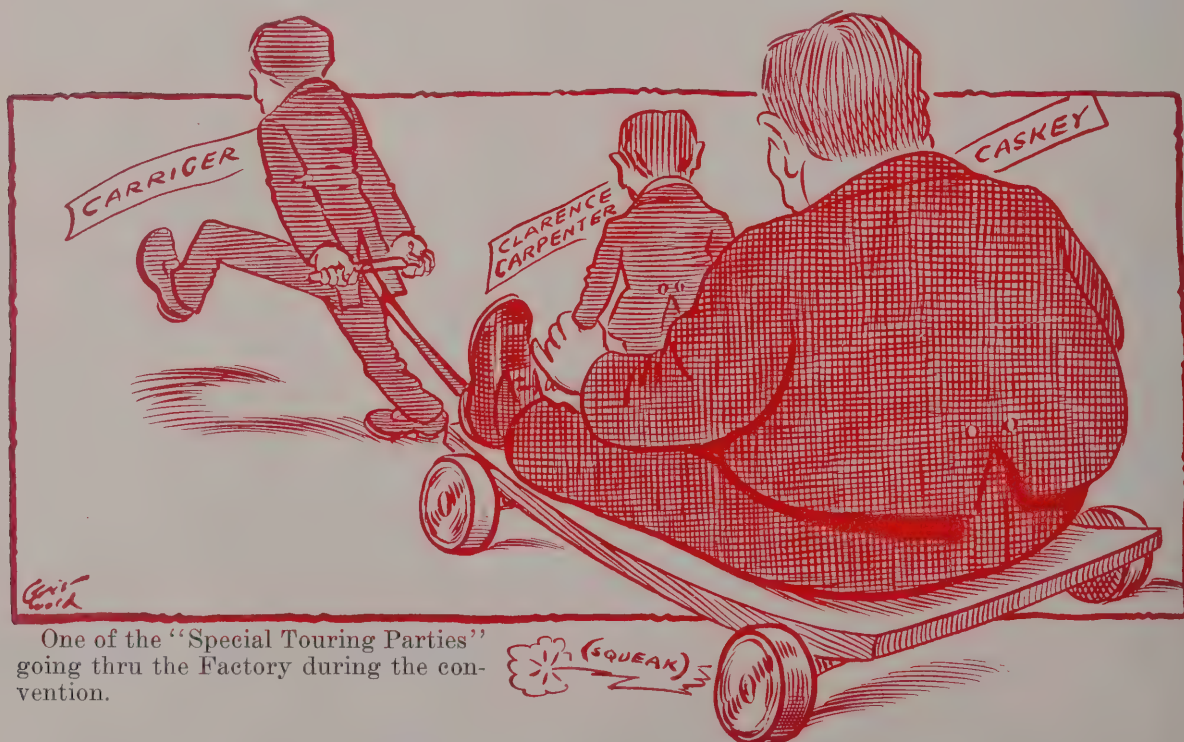
A. That proves you know nothing about bonnotanny. The earth is in two parts—land and water. I don't believe you know who was the father of our country?

R. I know as much as you do und that's lesser.

A. Well, then who vas the father of our county?

R. Teddy Roosevelt.

Of course to hear this given is much more laughable and entertaining. Perhaps we will tell you more about this entertainment later.



One of the "Special Touring Parties" going thru the Factory during the convention.



## Interesting Records of 1912

Upon investigating the business of last year we find some very interesting individual records. Believeing that our readers will also be interested in them we are reproducing below several of these items of interest.

Record of "C. W. O." was an item that particularly attracted our attention and we had a list of the twenty-two men who were highest in this compiled. They are as follows:

—Per cent.		—Per cent.			
1. J. C. Olson .....	St. Louis .....	54	11. F. H. Richardson ..	Boston .....	34
2. E. B. Gustorf .....	Fort Wayne .....	53	12. C. M. Carpenter ...	Boston .....	33
3. W. P. Shepard .....	Minneapolis .....	48	13. Frank Laughrey.....	San Francisco .....	31
4. Geo. Schnabel .....	Fort Wayne .....	43	14. Lewis Smith .....	Boston .....	30
5. K. F. Hussenmueller	Fort Wayne .....	42	15. E. C. Ettinger .....	Minneapolis .....	30
6. J. G. Sterling .....	Minneapolis .....	41	16. R. H. Rich .....	San Francisco .....	30
7. J. M. Davis .....	San Francisco .....	39	17. R. H. Sherlock .....	Chicago .....	28
8. W. F. Eastman .....	Boston .....	38	18. James Ward .....	Minneapolis .....	23
9. W. C. Smith .....	San Francisco .....	37	19. A. G. Hartgen .....	Philadelphia .....	23
10. F. E. Walters .....	San Francisco .....	36	20. H. J. Jeavons .....	Toronto .....	22

The above list is according to per cents. Of course these men secured different volumes of business and the per cents are based upon the volume of business they secured cash with order.

Basing this list upon the amount of "C" in dollars that they secured the list would stand as follows:

1. W. C. Smith .....	San Francisco	11. R. H. Sherlock .....	Chicago
2. J. C. Olson .....	St. Louis	12. F. E. Walters .....	San Francisco
3. C. W. Carpenter .....	Boston	13. J. G. Sterling .....	Minneapolis
4. K. F. Hessenmueller .....	Fort Wayne	14. F. H. Richardson .....	Boston
5. E. B. Gustorf .....	Fort Wayne	15. R. F. Rich .....	San Francisco
6. Lewis Smith .....	Boston	16. E. C. Ettinger .....	Minneapolis
7. W. P. Shepard .....	Minneapolis	17. H. J. Jeavons .....	Toronto
8. J. M. Davis .....	San Francisco	18. A. E. Darling .....	Minneapolis
9. Geo. Schnabel .....	Fort Wayne	19. James Ward .....	Minneapolis
10. Frank Laughrey .....	San Francisco	20. F. J. Casey, Jr. ....	St. Louis

In looking up the work done by Mr. Mann during the last four months of 1912, we find that he made a splendid record. His name does not appear in the above list because a check which he secured came in a week after the order was received and there was a technical question whether it could be considered "C. W. O." He has an excellent record, however, and we wish to make this mention of it.

Another very interesting individual record was discovered in investigating the number of Cut No. 241 outfits sold. In the past year there has been a large number of these outfits sold and we were interested to know who the salesmen were selling the most of them. We find that the list of salesmen in 1912 selling the most Cut No. 241 outfits ranks as follows:

No. Sold		No. Sold			
1. A. F. Todd .....	Atlanta .....	39	8. J. A. Forsythe ....Toronto .....	21	
2. W. C. Smith .....	San Francisco .....	28	9. K. F. HessenmuellerFort Wayne .....	19	
2. E. C. Ettinger .....	Minneapolis .....	28	9. J. Theo. Smith.....St. Louis .....	19	
4. G. H. Reuben .....	Atlanta .....	27	11. James Ward .....	Minneapolis .....	18
5. W. P. Shepard .....	Minneapolis .....	25	11. W. G. Chandler.....Atlanta .....	18	
6. F. W. Devereux .....	New York .....	23	13. Geo. Cornell .....	Minneapolis .....	15
7. M. C. Benham .....	Minneapolis .....	22	13. T. F. McWaters ...Atlanta .....	15	

We are anxious to know who will beat these records in 1913.

Go after the Cut 241 business hard this year. It is a good outfit to boost your records and increase your commissions on. Try for them every time you get a chance. Think of them first when you think of gasoline. They are preferable for the store; they are the choice for the garage; and they are the best for the factory, because they are inclosed.

## THE PACEMAKERS CLUB

### *One-Sixth of the Year Is Gone.*

MULTIPLY the amount of business you now have by six and see where it would put you if you only secured in the balance of the months, what you have secured in the first two.

Then deduct from it a fair amount for the vacation period, Christmas holidays and other days you may not be able to work.

Now, does this amount left, satisfy you?

Would you have made the Club?

Boys! Time is flying and the time to hammer hard is NOW.

Go after the early spring trade with a determination to get it.

*Wake Up—Stand Up—Talk Up  
Preach Up—Fight Up—And Stay Up  
And Never Give Up  
Let Up—Back Up—Or Shut Up  
Until You Have Made The Club.*



### STANDING FIFTEEN HIGH MEN, February 25, 1913.

Armstrong, J. H. ....	Fort Wayne
Johnson, W. S. ....	San Francisco
Peeples, F. H. ....	Harrisburg
Benham, M. C. ....	Minneapolis
Smith, W. C. ....	San Francisco
Robertson, W. Y. ....	Toronto
Moffatt, A. E. ....	Toronto
Purdy, H. T. ....	Atlanta
Tucker, J. M. ....	Dallas
Sibley, J. R. ....	Albany
Matthews, R. L. ....	Dallas
Loeffel, L. F. ....	Atlanta
Potts, T. C. ....	Fort Wayne
Pack, L. O. ....	Atlanta
Scott, G. W. ....	Harrisburg

The above is a list of the fifteen high men based on the volume of business each has secured to and including February 24th, 1913.

These are the boys who at the present writing appear to be candidates for executive positions in the club this year.

No doubt there are a score of men within a few dollars of them who may in another week secure enough business to surpass them, but remember boys, *It's the First man who secures 500 Points of business that gets the pick of the officies.*

Every man still has a chance for the presidency of the club and will have until it is taken. What plans have you laid and what progress have you made towards taking this great position of honor?

You have in your power the implements, the knowledge and the opportunity. Are you going to stand idly by, and let the other fellows take them.  
**DON'T!**

**Go out on each trip determined to succeed.**

**Go confidently and courageously.**

**Come back victorious.**

**WIN!!**

### A SALESMAN FROM AN ELECTRICAL STANDPOINT.

It is not what people say about you, but it is what you are that counts. The only person in all this world whom you should aim to satisfy is yourself. You alone know your failings and your weaknesses. Other people know your outward appearance, your actions, your deeds. You, and you alone, know your motives, your ambitions, your thoughts. You know yourself whether you put forth your best efforts as your most sincere endeavors. You alone know whether you are making the most of your time.

Look yourself straight in the face this morning, in your own mind's looking-glass. Ask yourself whether you are satisfied with your accomplishments and whether you do not think you could do better. Analyze your own conduct in all matters and ask yourself what you would think of the other fellow, if you knew him to be what your opinion of yourself is. Imagine that you are your employer, and answer honestly whether, if he knew as much about you as you know yourself, would he discharge you, or would he raise your wages?

If you do this conscientiously, there are many things you will do differently. It will enable you to see your weaknesses and will prompt you to do better.

### IT IS WHAT YOU ARE THAT REALLY COUNTS.

Some inventive genius has discovered that the average salesman dissipates about 25 kilowatt hours of energy a day in motion, muscular action, mental exertion and heat radiation.

This is equivalent, it is said to a continuous expenditure at a rate of about one hundred watts, or the rating of a one-eighth horse power motor.

These may be the cold facts but we refuse to apply it to Bowser Salesmen. We absolutely know that the speed of some of the boys finishing in the Pacemakers' Club last December equalled a 90-horse power, six cylinder motor.

Our inventive genius goes on further to state "As a heating device, the average man is equal to a 16-candle power carbon filament

Here again we must disagree if compared to a Pacemaker. Most of our Prize Winners outshine a 100-candle power spot light and when in action will melt a prospect from an iceberg into a satisfied user and make him a boiling hot Booster.

Next!

# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY  
S. F. BOWSER & CO., Inc., FORT WAYNE, IND.

Edited by C. H. DAVIES

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS EMPLOYEES

MARCH 1, 1913

Of course, all our boys are observing lent.

◎ ◎ ◎

One would think that all C. M. Carpenter, of Vermont, had to do was to play on a battery of push buttons to get orders, the way they are coming in.

◎ ◎ ◎

There is no mystery in salesmanship—it's just good, hard, conscientious work, and common sense.

◎ ◎ ◎

Look out boys! The opening wedge performers are on the job. They will slip the thin edge between you and an office if you don't keep busy.

◎ ◎ ◎

H. E. Bleecker, of Tablet fame, is coming in strong this year. He travels in Alberta, Canada, and is playing a heavy hand for firsts.

◎ ◎ ◎

In selling there is an unlimited field. You never get through.

◎ ◎ ◎

Tap! Tap! Tap! Who's there? J. W. Edwards, of British Columbia. Come right in, Mr. Edwards, and look over the Pacemakers Club. We feel sure you will soon register if you continue to send in your present volume of business.

◎ ◎ ◎

Altho there is a lot of grass in Texas, we know none will grow under T. G. Dobney's feet the way he is stamping around after orders down there.

◎ ◎ ◎

Sales results can only be brought out efficiently and economically by organized methods.

◎ ◎ ◎

Speaking of the Powers that be, we wish to mention D. H., of Ohio. Mr. Powers is making a splendid start for the club.

◎ ◎ ◎

Mortimer D. Richards, the Duke of Germantown, Pa., is greatly adding to the glory of his coronet this year and it looks as though he is going to take an active part in the parliament of the club.

M. C. Benham, of Minneapolis, is causing his name to revibrate this year by his prompt get-away.

◎ ◎ ◎

Handling merchandist to sell at a profit is a question of studying, not only the merchandise, but methods. System in business means success.

◎ ◎ ◎

A. S. Baker is comparatively a new name on our salesmen's records but he is making a fine showing and it looks as though you will hear considerable of him this year. Mr. Baker travels in Oregon.

◎ ◎ ◎

The things that can be done to improve your selling plans and increase your production are countless.

◎ ◎ ◎

J. F. Connelly, who travels in the dear old State of Massachusetts, is making a good start-off for the club. Our old friend has evidently determined to be not "nearly" but an actual winner this year. More power to you, J. F.

◎ ◎ ◎

You can't have system without ideas, and you can't have ideas without thought. It is the thoughtful salesman who gets the business.

◎ ◎ ◎

We direct the finger of pride to W. G. Chandler and W. D. Daniels, of North Carolina, who are cutting as many capers as the most daring. Look for them both at the next convention.

◎ ◎ ◎

Increasing your business means increasing your salesmanship either in quality or quantity, or both.

◎ ◎ ◎

Time is the salesman's estate. Salesmen must study—study people—study conditions and study their line.

Salesmanship is essentially a broad man's vocation. His efficiency depends upon controlling so many aggressive influences maintaining a tolerant mind to listen, and a tactful mind to execute.

## BREAKING IT GENTLY.

Mike, the garage hand (at the door)—"Did your husband hov a new suit av clo'es on this mor-nin', Mrs. Jones?"

Garage owner's wife—"He did."

Mike—"They're rooined entirely."

Mrs. Jones—"How did it happen?"

Mike—"He was blown up by his old tin gasolene tank."



## OUR PITTSBURGH CORRESPONDENT.

The Pittsburgh bunch all have blood in their eye this year, and as I have it, have already engaged their plates at Bowser banquet next year. Say, Davies, did you ever hear of a dead man selling tanks? That is just what Hessenmueller did last week. Was at point of death, (more or less) and while sick had his prospects call at his house and fork over the orders to him. Guess that's going some.

Milliron hasn't made up his mind yet whether he will buy an automobile or an airship. He thinks he may need the latter however, as he is going after the altitude record this year.

Thompson says they do not use autos on his farm up here. Says they use Vacuum Footed Burros, (whatever that is) so as to conveniently climb the mountain sides.

Wyckoff just crawled out from under a bunch of blue prints long enough to say that the Westinghouse job is not in it as compared to what is going to happen in and around here this year.

Well the telephone is ringing and it sounds very much like a Dry Cleaning order, good-bye.

Yours truly, J. L. ROBERTS.

You will always find a Bowser salesman in the lead of anything he undertakes. This is regardless of whether he is billiard playing or Kelly pool, bowling or fishing. That they do not secure only local fame is evidenced by the accompanying clipping from the Grand Rapids Daily News. W. C. (Cook) Ingell and H. J. Armstrong are promising candidates for prominent state offices of the Michigan Fly Casters. They have both won medals for the biggest catches and the biggest fish stories. Anyone that beats them in the latter will certainly have to go some.

### TWO FOR STATE OFFICES.

**Ingell May Succeed Peet as President of Michigan Fly Casters.**

(Grand Rapids Daily News.)

At least two Grand Rapids men are in view for officers of the State Federation of Fly Casters at the annual meeting, which will be held in the Pantlind, Thursday, January 30.

Cook Ingell is under consideration to succeed as president William Peet of Chicago, formerly of Howard City, and H. J. Armstrong for the position of vice president.

We notice in a Detroit paper that J. H. Armstrong has been elected as a director in the Wolverine Auto Club of that city. Life is becoming so complex with Herb these days that he can't even wait for the sulphur to burn off an old time match.

## CUP CONTEST

As it has been set forth in these parts before, the opening of the "cup contest" is now on and beginning its third month.

As the petals of the rose (save this) the detectable plot unfolds itself. Here you are; and it might be paraphrased this way:

A prophet is not without honor save at his own game.

### SEVENTH WEEK.

Office Standing, February 22, 1913.

SAN FRANCISCO

DALLAS

ATLANTA

ST. LOUIS

MINNEAPOLIS

FORT WAYNE

TORONTO

DENVER

CHICAGO

ALBANY

HARRISBURG

As much as we can gather from the synopsis of preceding chapters, the Toronto bunch are planning to hold all honors taken last year and add more, too.

While the Chicago office did not break any organization records for the month of January, they did secure more than twice as much business in Chicago proper as was secured in January one year ago and they secured something like \$2,000.00 more business in Chicago proper than was secured in the entire Chicago territory for the corresponding month last year. Can they duplicate this record on each month's business? (soft music) and will they hit Fort Wayne in a bunch next January with their chests swelled like pouter pigeons? We'll see!

We heard from Mgr. McConnell, at Albany, and he said: "We are getting our organization into shape and hope to begin turning in business on the basis of our quota within the next ten days." So you can see what you can expect from that quarter.

We just had a personal interview with Mgrs. Murray and Little, both of whom said: "We always let the south and west have their little spurt during the winter but in the next week or two their fun will be ended; and by the first week in spring you will see us well to the front.

An so it goes, but watch for later reports.

## Get Store Orders

### THE SAME OLD STORY WITH ONLY A DIFFERENT HEADING.

The following article was clipped from the Chicago Tribune of January 26:

#### LIGHTS CIGARET AND DIES.

##### Explosion of Gasolene Tank, Caused by a Blazing Match, Ends Life of Clarence Moss.

Hattonville, Okla., Jan. 25.—A desire to smoke a cigaret led to the death of Clarence Moss, 18 years old. After lighting the cigaret in a grocery store he threw the match down near a gasolene tank. An explosion took place and Moss was burned so seriously that he died a few hours later.

After reading the above one realizes why a Bowser salesman is a human benefactor; one can also realize why it is necessary for some cities to make laws in order to force careless store-keepers to safeguard life and property, even if they are indifferent about the savings a modern storage system effects.

An account of another case right at home appeared in the Fort Wayne Sentinel of February 11. We are reproducing the article below.

#### SLIGHT FIRE SCARE.

##### Carelessly Thrown Match Starts Blaze at the Central Grocery.

When an employe of the Central Grocery, at 119 West Wayne street, carelessly lighted a match near an oil tank in a rear room of the store at 2 o'clock this afternoon the oil saturated material caught fire and caused a scare. The fire department was hurriedly called, but the flames were under control before the arrival of the firemen.

Another case of an old faucet tank. Note the mention of "oil saturated material." No one knows how many dollars' worth of oil had soaked into that "oil saturated material."

It is too often necessary that a fire must literally blaze the way to a needed Bowser.

### JUST AS GOOD—NOT!

You might try to substitute a hammer with a sponge but you couldn't drive a nail with a sponge no matter how much you soak it.

• • •

### COSTS TOO MUCH MONEY.

Now Mr. Buyer, I hope you will pardon me when I say that I really do not believe that is the true reason. I have too much respect for your business judgment to think for an instant that you object to the price of a Bowser. I have shown you how it will save you its cost; and if it does that it pays for itself. It cannot be a saving and an expense, too—now tell your real objection.

Perhaps he lacks the nerve; he cannot just bring himself to the point of ordering. He wants the tank but is afraid to back his own judgment. Often you can win him over at this point with a good strong appeal—say to him:

Why do you not let me send you this outfit? You acknowledge all I say is true; you admit you are losing profit on your oil now; you can see with your own eyes, the waste and slopping and spilling of the oil that means money lost. Now why hesitate; why put something off that will SAVE you money every day?

Picture the outfit to him as though it was standing right in his store; tell him how convenient it will be to him to step over to the pump when an oil can comes in; the cleanliness of it; the accurate measure; the check on his purchases; the inventory on his storage—all of which spells **more profit to him.**

Hit the Store Trade hard and don't neglect the Kerosene Business for gasolene orders because the latter comes a little easier.

Don't forget your exchange proposition. Make your demonstrations clear, and not in a half-hearted wishy-washy way. Make your points sharp and positive. Tell them with a conviction in your heart and you are bound to succeed.



## Get The Paint Oil Business



Valley Hardware Co., Sidney, Montana.

The above is a photograph of the store of Valley Hardware Company, Sidney, Montana. Mr. Crandall sold this concern a battery of Cut 115 Outfits, covering eight 4-bbl. units and two 2-bbl. units, complete with barrel track and accessories.

The total amount of the sale is 84 points and the rating of the firm E2.

Mr. Crandall has been working on these people for three years and when the conditions are taken into consideration, it is an exceptionally fine sale. Most salesmen would not attempt to sell this size of an equipment to a concern such as the photograph indicates. Sidney is a small town next to the Dakota line with a population of 600 people and Mr. Crandall advises that these people use only about forty barrels of oil per year.

◊ ◊ ◊

We asked Mr. Crandall to write us a few words about this order, which he kindly did and we are taking the liberty of reproducing his letter below:

My Dear Davies:

Your letter of January 23rd, at hand. I hardly know just what to say in answer. The Valley Hardware Co., of Sidney, Mont., is only a medium-sized concern. I have been after them for three years to put in a battery of 115's

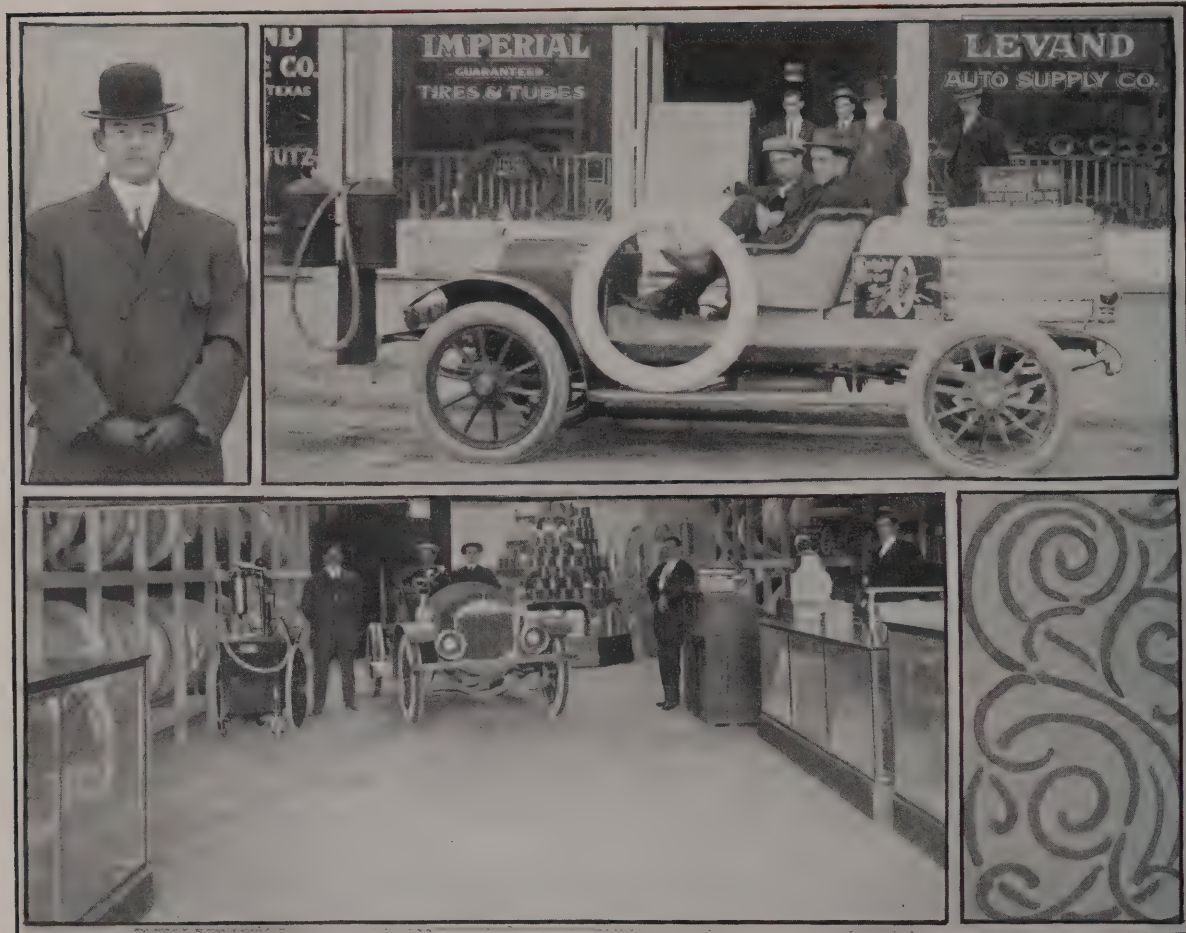
for their oils; each time I received more encouragement and each time I found their oil business was growing. They were only figuring on a small battery to begin with, but after going into the matter thoroughly they found they were handling several oils in cans that would be more profitable if purchased in barrels. After selling them a tank for each oil they were handling in barrels I then went after them to purchase a tank for each oil they were buying in cans and finally won them over on the whole proposition—selling them a Cut 115, for every oil they handle making the battery the finest I have ever sold a dealer. There are many such dealers that will give us their order if we only keep after them. Never let a proposition to them grow smaller but increase your proposition every time you can get at your man.

Yours truly,

W. V. CRANDALL.

There are great opportunities in this line if you will only go after them. The arguments are powerful. Learn them and use them to good advantage this year.

## Get Garage Orders



The LEVAND Auto Supply Co., Houston, Texas and J. M. Tucker, a Bowser Salesman, in the upper left hand corner.

The above view shows how the Levand Auto Supply Co., of Houston, Kas., takes care of their gasoline customers. In the lower picture you will note a Cut 121 wheel tank on the salesroom floor. In the top picture shows their Cut 241 outfit located in the front of their building.

This equipment was sold by J. Milton Tucker and is a sample of the way he equips public garages in his territory.

### PARCEL POST SERVICE.

Mr. T. Cadwaldder Potts again receives our favorable attention in having been the first to sell an outfit exclusively for parcel post delivery. Mr. Potts was successful in inducing the authorities at Cleveland to purchase a wheel tank to supply the parcel post autos and has made the government feel that with the gaso-

lene dispensed through a Bowser System, they will be able to make much prompter deliveries than would be the case with gasoline furnished through any other method.

We have had this verified by the Postal Authorities so you may fully appreciate the value of this information.

The autoist are getting ready for business. Are you on the job? Don't wait for business to come to you. Go out and get it. It's there for you but it won't come unless you go after it.



# Get The Factory Business

## JUDGING CREDITS BY SHOP MANAGEMENT.

(From the Iron Age.)

Banking interests and investors have become acquainted with the advantages that come with modern industrial business management, with its orderly, exact cost accounting and money-saving efficiency systems. More and more these conditions are being watched in the establishment of credits. The industry which is managed scientifically, as the term is used in business, has a relatively greater borrowing capacity than one which has failed to keep abreast of the times, even though the latter may be well established by years of successful operations, and the former a newcomer in the field. Those who come into intimate contact with manufacturing works receive frequent inquiries which indicate plainly that watch is kept not only on the young industry, but on the old, in the fear that the latter may be retarding its progress to its own loss and to the gain of its more progressive competitors. Old names have great value, but the value can insidiously be reduced because of failure to take advantage of later opportunities. The evolution of a branch of industry may be much more rapid than some of those connected with it can realize. And with these changes come corresponding revisions in credits.

◎ ◎ ◎

Mr. J. H. Armstrong, of the Fort Wayne District, sent in a very nice order recently, which gives his 1913 Pacemaker's standing a very substantial boost.

The order was for the Truss Concrete Steel Company of Detroit. The equipment consists of two 10,000-gallon tanks; twenty-four large storage tanks for varnish; two motor-driven pumps; and two registering measures.

This equipment is for the storage and handling of part of the ingredients from which they make waterproof flooring. It is a new process and a new company, and their buildings for manufacturing this product are now in course of construction.

The waterproof flooring will be sold in gallon cans and barrels and a large business is anticipated. Mr. Plumb, who has charge of the works says they will soon have a force of salesmen in the field to market the product and the prospects for an enormous business is very promising.

We certainly wish our new friends the best of success.

## THE BUYING SALESMAN.

(By WM. L. MORRIS.)

NOTE: The question may be asked, What license has the writer to take up this subject? His only answer is that he stands ready to take the criticisms if the article but promotes the thought expressed.

The Buying Salesman is one who is the self-appointed agent of the prospect and after thoroughly canvassing the situation, decides whether it is profitable for the prospect to buy and to what extent.

This may seem to be an impossible position to assume, as a matter of fact it would be to a large extent, until the position became a natural one, and the more it is practiced, the greater is the pleasure in going into a plant to work out the other man's troubles. Without any particular notice being taken of the fact, you become a sort of an assistant for the prospect. He asks you to do things he is not so sure of himself and unwittingly, he continues to become more obligated to you.

When the mechanical problems have all been worked out, and just what is profitable for the prospect to buy has been determined, it may be necessary to further help him. He may have to put the proposition up to the purchasing committee and possibly you can shape up a strong letter stating advantages and savings, constructing the letter together with the prospect, and have the letter sent out by Bowser & Company with all the ear marks of positive knowledge of the position taken. The letter would not in any way refer to the interested party, it will be handed to him to say what he thinks; how safely the factory can make the broad claims, and how easy the interested party can hold back and gradually agree to the truth of the statements. Let the interest start from the head of the institution, they like to start things.

To make headway as a buying salesman implies that you must be an honest buyer. When the premature question is asked, "What is the price?" Why, the question is actually offensive. You are in no position as yet to buy anything. So how can a price be made. When you go into the plant to become a buyer it is quite likely you will wish to buy but a limited amount.

If you go in as a seller, there seems to be no limit what you can sell. Who besides the salesman has to sell? The buyer is only interested in what he wants to buy. That which is to be

bought is that which the buying salesman must aid the prospect to purchase. When it is necessary to learn for the prospect what the article can be bought for, just look and see if you happen to have some of Bowser's prices. You learn what you must pay, and you deliberate with your prospect and together come to a conclusion whether you wish to buy from Bowser's.

If you finally decide that what you want, you don't wish to buy from Bowser's it must be something that will not help Bowser Company to sell. Possibly the next time you serve as an assistant buyer you will decide that what you together wish to buy can be obtained from the Bowser Company. No manufacturer nor salesman can afford to waste time and effort trying to sell what the well-posted buyer is not desirous of purchasing.

The first thing for the salesman to do is to thoroughly learn the entire market that supplies such goods as he contemplates being a Buying Salesman for. He must learn the good and bad of all and the price they can be bought for. If after studying the subject closely, he is unable to buy from Bowser don't do so, it will do the Bowser Company more harm than good to have goods bought from them that should not have been sold, but above all things, don't deceive yourself, for in doing so, as a buying salesman, you do the prospect an injustice. If as a buyer you are ignorant of the valuable features possessed by Bowser goods, you do the prospect a greater injustice in not making him aware of them than you do the Bowser Company by the loss of the sale. The Bowser Company loses its profits on the sale but once, the buyer stands to repeat his losses indefinitely. The man who sells is very liable to associate factory costs with selling price.

The buyer considers values from an entirely different basis, he figures, where can he get the greatest benefit per dollar invested. It is to solve this problem that the buying salesman offers his services. The market difference between the selling salesman and the buying salesman is in their mental state. The selling salesman meets his party wondering what he can sell him. The buying salesman seeks of his party the opportunity to investigate his plant and see if there is anything in the Bowser line he could profit by using.

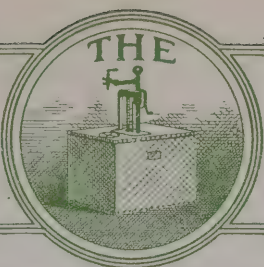
The Bowser line is a sort of third party to the buying salesman, called upon when it will be profitable for the purchaser. It may seem that the distinction between the two types is fine haired; there is one thing quite certain, it is

only the buying salesmethod that can work up a prospect's requirements in all its details and after many months time see the order come in just as originally "bought" for the prospect. When the salesman becomes a buyer, he can go step by step, thought by thought, with the buyer, opposing Bowser materials also when it should be, and bringing them to the front when they can best serve. When the situation has been fully canvassed, the prospect has covered the same ground and is with you. He is not on the other side of the fence, sparring to keep you away.

The buying salesman's methods mean more work and closer application for him, but what a pleasure it is to work with him. He goes over all the details, counts the parts, knows exactly how much of each is required; in fact, he decides that the prospect must buy to protect themselves and goes right to work the same as though he were making a bill of materials to be shipped; his list is complete, all sizes are fixed, and merely the minor matter of signing the contract is yet to be done. The proposal is made on absolutely fixed lines and when accepted, the shipment is made as the proposal shows. Instead of going over the same ground a number of times, making a bad exhibition of lack of knowledge as to the prospect's wants; and other wasteful moves as is so common with the selling salesman, it is one continuous development from the time of making the acquaintance with the prospect to the receiving of the final payment.

The inquiries for proposals that are turned over to me show quite plainly that at present there are practically no buying salesmen soliciting oiling system business. Before this line can be successfully handled it will be necessary to train the salesman so they are skilled buyers of oiling system equipment and can go into a plant sit down at the desk and work out the requirements with the prospect; if all that the prospect can be convinced that he is in need of is a transfer pump, then that is all that should be quoted upon. The Bowser Company are getting ready for an active campaign in the oiling system line and are now preparing a very complete line of Bulletins covering same. Such other educational methods will be employed as will make "buying salesmen" for the oiling system line. Salesmen that are interested in the sale of this line need not be alarmed about technical features, for it is safe to state that the least technical man in the organization can be made the most highly technical in this special line of work. To succeed in this means work and study, nothing more, nothing less.

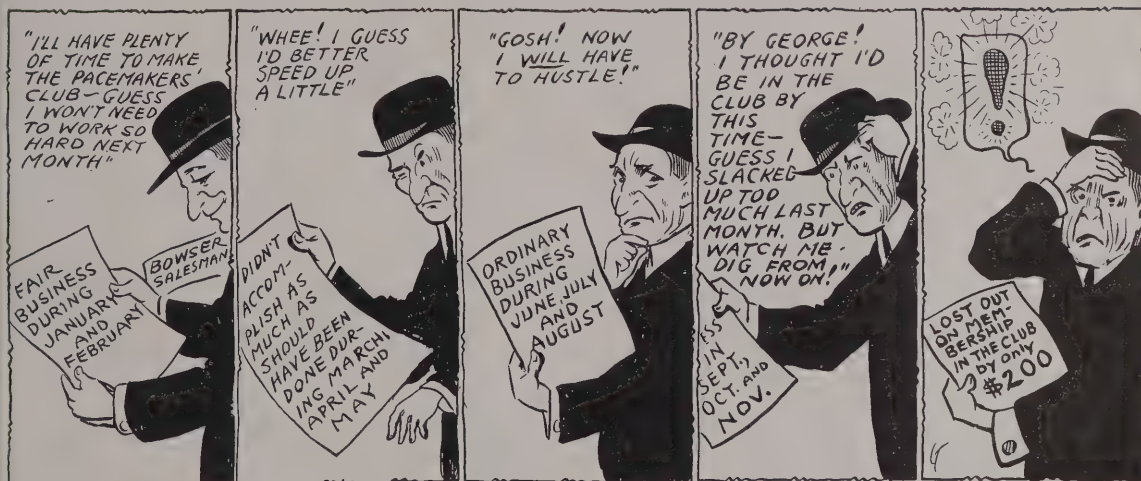




## Get the Safety Habit!

Safety First. This can apply in many more instances than Railroading. In fact, it has so many applications that it would make a good Salesman's Business Slogan.

You preach Safety every day.



We urge you to ply it in your business.

Make your one big aim right now to get Safely into the Pacemakers' Club early.

It assures you the Safety of a good year's business and the Safety of an extra 50 or 75 dollars.

The savings from each such successful years means Safety to an income in the sunset of life.

All directly dependent on what *you do Now*.

Play *Safety First* and get into the Club early.

# The Toronto Convention



View of Canadian Salesmen, Managers and Company Officials Attending the Convention. Picture Taken in Front of the Company's Office in Toronto

## THE TORONTO CONVENTION.

During the second week in January, the Canadian office held a two-day convention at Toronto to celebrate the taking of the cup and to hold a general jollification. Evidently our reporter was "put in the clear" as they call it, for we have only just been able to get any report whatever of the affair.

An elaborate program was prepared and there were discussions on many important business topics. After two days of the best of good times and profitable pow-wows the convention closed with a banquet at the King George Hotel.

The following are parts of some of the specials on the program. In E. J. Lessel's "act" he sprung the following:

### THE DIFFERENCE.

Tennyson or Longfellow could take a worthless piece of paper and write a poem on it and make it worth \$65,000.00—That's genius.

There are some men who can write a few words or a sheet of paper and make it worth \$50,000.00—That's capital.

The Dominion of Canada can take a half an ounce of silver and stamp a crowned head upon it and make it worth 50 cents—That's money.

A mechanic can take material worth \$5.00 and make it into watch springs worth \$1,000.00—That's skill.

There is a man in Toronto who can take a 50c piece of canvas and paint a picture on it worth several hundred dollars—That's art.

A woman can purchase a 75 cent hat but perfers one that costs \$27.00—That's foolishness.

Mr. Ilance can take an office on Front Street with two or three salesmen and develop it into a large factory on Fraser Avenue with thirty salesmen—That's business.

A ditch-digger works ten hours a day and handles several tons of earth for \$1.25—That's labor.

The author of this can write a check for \$90,000,000.00, and it wouldn't be worth a dime—That's rough.

There are pump manufacturers in the country who will tell you they have outfits as good as the Bowser—That's nerve.

Every prospect who is well posted and wants the best, buys the Bowser—That's COMMON SENSE.

The Yanks had better look out for those Canucks this year. We believe they have strengthened all their lines to hold the cup.

### PARODY SUNG BY MR. F. A. THOMPSON AT BANQUET.

Tune: "Mellow Melody."

Did you say or only hear,  
We have won the cup this year;  
Who did the work—our fellows,  
No one has closed his bellows,  
It was that cherry atmosphere,  
That won the cup for us this year.  
We sold a lot every day,  
You know for what they all say.

Now, Mr. Rhodes's a good old head;  
Works night and day, never goes to bed.  
On the tablet see his name,  
And it will stay there just the same.  
Moffatt too's a good old scout,  
Early in the morn he stirs them out.  
He's always there with some smooth talk,  
And with the order off he'll walk.

Mr. Bowser, you all know,  
Crossed the pond some time ago;  
The Pumps were passed and all is well,  
And he says, "Boys get in and sell."  
The Parliament was awful slow,  
But he says they have got to go.  
Now he is back with us to stay,  
And this is why we all say.

Crepin, Beique & Riverin  
Are selling tanks to the Frenchmen;  
They have some time this we all know,  
Showing the men they are dead slow.  
Jeavons, Deming and Anderson,  
They sell tanks while on the run;  
And say out there in the West,  
They show that Bowers are the best.



## THE HOUN' DAWG.

A. W. Dorsch who is doing special road work under the General Sales Department, came in yesterday for a visit. As we chatted about old times Dorsch grew reminiscent and among the tales he told was one about his travels in Arkansas just after he came with the Company.

"Yes," said Dorsch, "Arkansaw certainly lives up to its reputation for lean and lanky creatures."

"One day I was walking down a dusty road, when I came to a cabin set in a clearing. A lean, bony man sat out in front, smoking a corn-cob and gazing at invisible things. Two or three long-legged, skinny fowls pecked listlessly about the yard, and occasionally a pig built like a pumpkin seed, slid between the pickets and went under the house to lie down in the shade.

"Out in the dusty road a lean, rickety dog walked around and around, bristles up, apparently growling at his shadow.

"I went in and got a drink of water. Looking back, I saw the dog still going through his peculiar maneuvers.

"Say," I said to the native, 'what's the matter with your dog—going mad?'

"The old man looked over that way.

"Don't see nothing wrong with him," he said.

"But," said I, 'look at him! He walks around and around, growling at his shadow!'

"The native looked indifferently at a crawling grasshopper, and lost interest again.

"Stranger," he said, 'that ain't no shadder—that's another dog.'"

• • •

## NELSON AT THE BAT.

On March 11th, Mr. Nelson went to the town of Salisbury, Mo., to see a couple of prospects for 241 equipment, and by sticking to them from 8 A.M. until 8:45 P. M., he sold, in competition with cheaper equipment, two Cut 241 five-barrel complete outfits, full "C. W. O." These outfits will be installed in front of adjoining stores and Mr. Nelson promises to furnish us with a picture of the installation when it has been completed.

This is an exceptionally nice piece of work and we believe is a good sample of first-class salesmanship.

## REALLY,—WHERE IS BOWSERTOWN?

Winona, Miss., February 22, 1913.

Editor The Bowser Boomer:

On page sixty of the February 15th Boomer I notice the good record of Mr. J. P. O'Neil in connection with the town of Clearwater, Kas. He will have to "come one better," as Glendora, Miss., has a record surpassing Clearwater. Until December 15th, 1912, we had Bowser equipments in the town amounting to \$226.00, consisting of two 2-bbl. Cut 19A, and one 3-bbl. Cut 125. Since that time I have installed four 5-bbl. Cut 41 complete for gasoline, and three 5-bbl. Cut 41 for kerosene, bringing our total amount of business up to \$1,630.60; there is a population of 207 in this town, out of this number there are about fifty white people, the remaining 157 being negro farm laborers; this gives us an investment of \$7.88 in Bowser equipments for every man, woman and child in the village; it gives us an investment of \$135.88 for each man having a home or place of business in the town. This town is well Bowserized, but within the next sixty days we will have orders for several equipments from the same place, which will greatly increase our percentage. I hate to be the man to put "mud" in Clearwater, and would like to hear from the man having a better record than shown above.

Yours truly,  
E. B. BACHMAN.

• • •

## ANOTHER CONTESTANT FOR THE TITLE OF "BOWSERTOWN."

Speaking of towns being Bowserized, I think that there is a town in my territory that is with out equal. There are four stores in Oskaloosa, all of which are using our kerosene outfits. I just sold two gas outfits and will sell the third merchant one in about a month. The fourth one does not handle gas.

One of the best advertisements for Bowser & Company is a sign in a very conspicuous place in a little town in my territory. It reads as follows:

GASOLINE FOR SALE  
FILTERED THROUGH  
"B O W S E R"

Anybody who never heard of Bowser & Company (if any) will inquire who Bowser is when he reads that sign.

Another good ad in my territory is an advertisement on a moving picture screen as follows:

"BUY YOUR GASOLINE FROM A  
BOWSER UNDERGROUND TANK  
AT \_\_\_\_\_."

Yours truly,  
W. H. DEICKEN,  
St. Louis Division.

# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY  
S. F. BOWSER & CO., Inc., FORT WAYNE, IND.

Edited by C. H. DAVIES

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS EMPLOYEES

MARCH 15, 1913

An editor might do a mile of uplifting homilies and never get anywhere, but if a man brings in a bundle of Bowser business—Bingo! He's famous.

• • •

F. H. Peeples, of New York, has been developing some wonderful plans for his future—WATCH him make the CLUB.

• • •

We have just been informed by the gentleman in person, that Jack Armstrong is strong for first place on the Bronze tablet this year. He gives cogent reasons which when heard, no one would doubt his certainty for the place he has in mind—To which all one can say, is "O, very well."

• • •

R. L. Mathews, of Dallas, is certainly doing a remarkable business. It looks as tho Dallas may yet get a man in as President of the Club, or near about there.

• • •

The garden of the sluggard is full of weeds; but so is that of the man who undertakes too much. Small territory well worked means success.

• • •

Old War Horse Harry Purdy is showing up in good old-time form this year. Director last year; why not make it President this year, Harry

• • •

Much reading of what constitutes a good salesman won't make one. It merely points out some of the ways. It suggests; and, if the man is ambitious, he will take from his reading what he needs and use it.

• • •

You couldn't keep that man M. C. Benham, of Minneapolis, down with a 5-ton weight. He is right up near the top this very minute. We wonder what he will get.

## CONVENTION ECHOES

A. F. Todd, of Atlanta, and D. Ward and J. G. Sterling, of Minneapolis, had their pictures taken at the convention. After carefully posing for it the photographer pressed the button and a long black object sprang out and hit them in the face, much to their surprise. Sterling said he was "greatly perturb," by it.

W. S. Johnson, of the Coast, is certainly running strong for the Presidency. We are so anxious to know who will secure the honor this year.

• • •

Good salesmanship means more than merely getting the order. It means establishing an appreciation of value in the mind of the customer so solidly that the order comes, whether you call for it or not.

• • •

Mr. H. Christie, of the Toronto office, was a recent visitor to the Home Plant and in looking over his dope sheet for this year's race, we must say they have a well-developed plan for keeping the cup and taking other honors. Do not mention this to anyone, because they want to keep it a secret until the time comes.

• • •

## PRIGG HAD TO DIG.

A very exciting local sales contest took place in Pennsylvania recently when R. D. Leonard and J. M. Prigg contested for the sales championship of the week. Mr. Bryant, our special Boomer correspondent, gave us the facts of it; his dispatch reading as follows:

A contest between Messrs. Prigg and Leonard this week will result in their holding their orders up until Saturday of this week.

Both contestants started to work Monday morning to uncover all purchasers possible. The contest is that the one selling the smallest amount of goods for the week is to pay for a chicken supper at the Auld Hotel Saturday evening to about twelve or fourteen guests, including some office associates here and a few automobile men and their wives.

All orders to be showed to each other Saturday afternoon and evening and to be showed to two witnesses or judges.

At the close of the week we received a wire stating Mr. Leonard had won and that Mr. Prigg had arranged for the banquet.

The contest caused considerable local excitement and the following news item appeared in a local paper:

## LOSER PAID FOR BANQUET.

The big contest that was on last week between the Bowser oil and gasoline tank salesmen, R. D. Leonard and J. M. Prigg, ended up with a banquet at the Auld hotel Saturday night. There were twelve banqueters. Messrs. Leonard and Prigg had agreed that the one who made the least number of sales should pay for the banquet. It fell to Mr. Prigg to settle, but he proposed to make Mr. Leonard pay another time. The amount of the sales for the week was about \$1,200.00.





#### OUR PHILADELPHIA OFFICE

Broad and Race Streets.

Suite on second floor occupying the two front windows and three windows on the side.

J. W. Runyan is in charge of this office and is assisted by G. R. Amsden. The salesmen working out of this office are: Messrs Parker, Hartgen, Nelson, Conn, Quarles and Richards.



Our Mr. Dabney, who is developing into quite a successful "Cub" has thoughtfully sent us the following sales argument that he has used to very good effect and we are passing it on to our appreciative readers:

#### SALES ARGUMENT.

Mr. Prospect says: "Well, you have a nice looking outfit, but my measures are gallon measures and I am very careful to fill them just so full and I don't believe I am losing much oil."

"Yes, Mr. Prospect, I see you have nice looking measures and I am convinced that you are very careful not only in measuring your oil but along all lines, but on the other hand, Mr. Prospect, it is just as true that you have 1-lb., 2-lb., 3-lb., 4-lb., 5-lb., etc., paper bags and they are as accurate as your measures so why have you \$125.00 good money tied up in a pair of scales when you could so easily put one pound of coffee or tea, etc., in your 1-lb. bag and do away with that extra expense of scales? Now, Mr. Prospect, isn't it a fact that you know the bag is just as accurate as your measure?"

T. G. DABNEY,  
Dallas Office.

The many friends of Roscoe L. Heaton, Engineering Sales Dept., will be grieved to learn of the death of his wife. We sincerely extend our most heartfelt sympathy in his especially sad bereavement.

#### SCOTTY McCONNELL ADDS TO HIS CLAN.

C. A. Cole, H. F. Baker, J. H. Daly, J. H. Robins, and R. A. Mention are additions to the Albany sales force. Three of these salesmen have already shown marked sales ability and in our opinion they are all candidates for the Pace-makers Club.

#### CORRECTION.

In the "We Want Men" booklet, which has recently been published, it states that W. R. Hance has only been with us eleven years. This is an error as he has been in the services of the Company for fifteen years. The term of N. A. Ring's service is also misquoted. Mr. Ring came with us in 1899 and has been in the continuous employ of the Company for fourteen years. This notice is for the information of their friends who will be interested in this correction.

#### A MODERN LITERATURE.

He isn't literary,  
He never wrote a verse,  
His spelling's rather scary,  
And his grammar's even worse,  
Yet, altho it may seem funny  
To the literary men,  
He has made a pile of money,  
And he made it with his pen.

He isn't literary,  
Yet he took his pen each day,  
And he used it in a merry  
And a careless sort of way,  
Just a few short words he scribbled,  
Just a pot-hook and a twitch,  
But we haven't lied or quibbled,  
When we say these made him rich.

He isn't literary,  
And he doesn't shine with wit,  
He's a common fellow very,  
But he made an awful hit.  
Now he's wealthy and contented,  
And he's on the way to fame,  
By writing Bowser orders  
Affixed with the buyers' name.

# The Year's Best

Right now we are entering upon fifteen of the biggest sales harvest weeks of the year.

More business will be done in these fifteen big weeks than twenty of any other weeks in the year.

The country stores are busy supplying the farmers. The city stores are busy making spring improvements; the hardware stores are busy supplying builders; the paint stores are busy supplying material for spring decorations. The garage owner is busy arranging for a bigger business; the private autoist is busy preparing for motor pleasures.





# Sales Opportunity

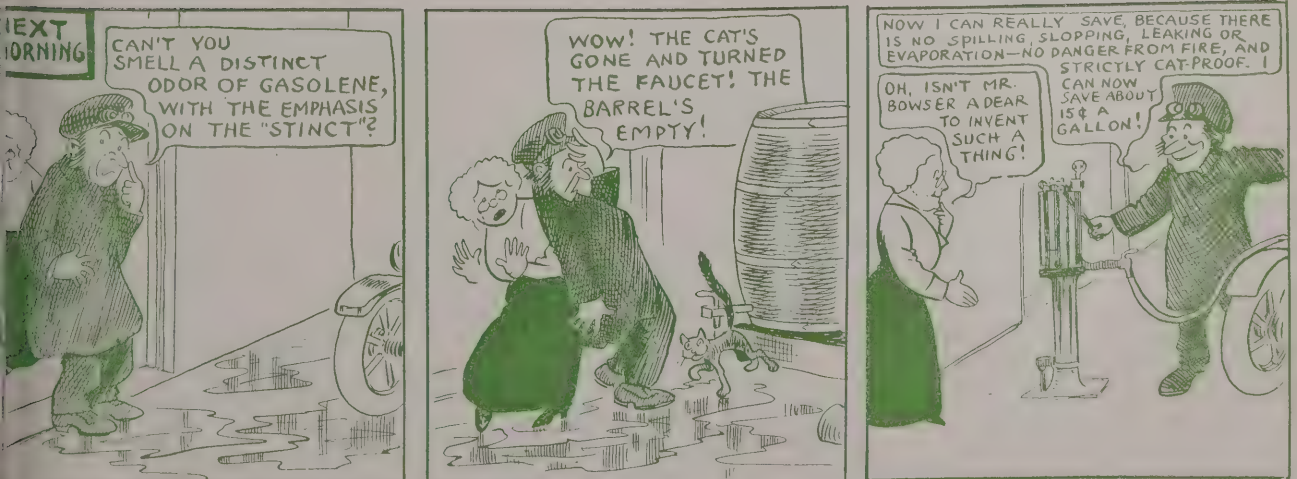
*And don't overlook this fact—*

*When folks are busy is the time to do business.*

*Once more—*

*Right now, when business in general is taking on it's usual spring rush, when the public is doing it's early 1913 shopping, is the time to tell your story, the time to make Bowser Sales.*

They need your help. The responsibility of determining what these millions will be spent for, and who will divide the profits is a big one. At least a hundred thousand of it a day will go for Bowser equipment. Dig into your territory and *Get Your Share.*



## AN ORIGINAL LETTER FROM THE "SHOW ME" STATE.

The collection department often receives letters that are very interesting and among them are testimonials by the score. A most unusual letter was received last week which is too good to keep so will pass it on—It reads as follows:

Kirksville, Mo., Feb. 13, 1913.

S. F. Bowser & Co.,  
Fort Wayne, Indiana.

Gentlemen:

I don't know if you like it or not. I do; to have people tell me if my goods suit them.

That old black thing that you sent me is in its grave and at each turn of the crank vomits up an even gallon. I put in 150 gallons yesterday morning and measured it this morning and there is still 150 gallons there; so there can be no leak up to that point.

I am only a jack-knife pipefitter but concluded that I could follow out simple instructions, so did the installing of the outfit myself; and am very pleased to say that up to date every joint is perfect and is working perfectly. I filled the pump yesterday morning to see if there could be a possible leak below it; but this morning I drew an even gallon from it after it being full for twenty-four hours. So we are exceedingly pleased.

I must tell you an interesting incident in connection with getting the pipe cut and threads run for the necessary places.

A man who presumed to know all about your tank business told us that a  $\frac{3}{4}$ "-pipe was just as suitable as an  $1\frac{1}{2}$ ", and when he cut the thread he cut a half of a one, took an hour to do it and charged me twenty cents; and to cap the climax broke the thread that he did cut and covered it up by screwing the elbow on, using some white lead or other kind of dope on the thread; making the job, if I had used it, would have cost me quite a little to do the job over again, and wound up by saying that we got skinned. Ha! Ha! Well what donkeys there are in the world anyway. So I took the job myself and now have a very satisfactory outfit, and with our Bowser Oil Tank am in position to handle oil and gasoline as cheaply as the cheapest, and with as little loss as can be possible I believe.

If you are in need of an expert general installer, I might speak to the fellow above referred to.

Yours truly,

O. R. DARBY.

P. S. For fear that you might think that I followed the  $\frac{3}{4}$ "-pipe information will say, that I did not but followed your directions very carefully; thus the good result.

## BRANCH OFFICE STANDING

SAN FRANCISCO

MINNEAPOLIS

DALLAS

ATLANTA

ST. LOUIS

TORONTO

FORT WAYNE

CHICAGO

ALBANY

DENVER

HARRISBURG

## SAN FRANCISCO STILL LEADS

Savercool is certainly putting 'me over just now and if his men keep up such work there will be no heading 'em off.

Murry is close behind however and those Minneapolis minute men made the mail men yell for mercy last week. Close to ten thousand dollars. Going Some. However the whole bunch are close together and as to who will come out on top next week is quite a question.

There is not a Bowser man but who is anxious for his district to lead. There is not a Bowser man who will fail to do his utmost.

Everyone must also keep in mind our aim for a big company record. Individual records make them both. So each man strive for an individual record and you will come to the front—your district will come towards the lead—the company will make a new record. Make the Club early and you will come near solving your sales problems for the entire year.



### THIRTY HIGH MEN IN VOLUME OF BUSINESS.

J. H. Armstrong	Fort Wayne
M. C. Benham	Minneapolis
F. L. Jones	Chicago
F. H. Peeples	Harrisburg
W. S. Johnson	San Francisco
A. E. Moffatt	Toronto
E. L. Milliron	Fort Wayne
W. Y. Robertson	Toronto
G. W. Scott	Harrisburg
R. L. Mathews	Dallas
W. C. Smith	San Francisco
A. L. Casey	St. Louis
H. T. Purdy	Atlanta
J. M. Tucker	Dallas
P. W. Lawther	Dallas
L. F. Loeffel	Atlanta
A. E. Darling	Minneapolis
L. O. Pack	Atlanta
W. N. Daniels	Atlanta
R. S. Johnson	Atlanta
F. C. Schuster	Atlanta
A. F. Todd	Atlanta
E. F. Klotz	San Francisco
J. R. Sibley	Albany
H. A. Leonard	Chicago
T. C. Potts	Fort Wayne
A. G. Hartgen	Harrisburg
F. Clayton	Toronto
N. H. Nelson	St. Louis



### THE ADVANTAGES OF BEING LISTED.

To occupy a position in the list means much to you; first of which comes the increased commissions or more money for you and your family; second, is the satisfaction of being one of the leaders in your work; third, is the fact that such supremacy means you are daily becoming a bigger man equipped for bigger work.

When once a man has acquired the habit of finding himself listed in the column, his work becomes more than ever a labor of love and profit. His whole make-up is fed with an ambition not only to hold his own but to climb higher. It is a tonic for spring fever and that "in-the-rut" feeling. It is a cure for the blues. It is from this list that the officers and directors of the Club will be selected; it is from this list all of our prize winners and big producers come.

You have a record you can be proud to show your friend—a record of success to show to your prospects—they both help you and recommend you because you are a success; and right here let us ask ourselves if we recall many instances where a man who is a failure is urgently sought out or recommended for anything good. If you want to be in right with yourself and your associates get in this list quickly and take our word for it your share of usefulness, prosperity and progress will be materially enlarged.

When it comes to having press agents—Eva Tanguay and John Drew can take lessons from Bowser salesmen. Almost every day we note some Bowser item in the Metropolitan Press.

The following is the latest:

### MT. MORRIS GARAGE PURCHASES TANK OF 5,000-GAL. CAPACITY.

On Wednesday afternoon a large gasoline tank was placed underground in front of the Mount Morris Garage, and the unusual size of the tank attracted a number of persons to the spot to witness the operation of dropping it into the hole. The large receptacle weighed 6,600 pounds and will hold 5,000 gallons of gasoline. It is made of boiler iron one-fourth of an inch in thickness. It is 16 feet in length while the diameter is about 10 feet.

On the inside of the garage the pump has been installed and the fact that it pumps 5 gallons at every stroke gives an idea of its size. The pump and tank were made by the S. F. Bowser Company, of Fort Wayne, Ind., and the tank is the largest one made by this concern to be placed underground. Its cost was close to \$1,000.00.

The order referred to above was sold by J. O. Rigby and was signed by Mr. Caulson.



We had a very interesting interview with H. W. Brown, Manager of the Atlanta Office, and during our conversation we touched upon the subject of the Branch Office contest for the loving cup. At the close he said: "For the information of my grasping friends, I wished to state that there was nothing to it but Atlanta this year. I express regret and sorrow for San Francisco because they will be in about the same boat I was last year, all due to conditions which are beyond their control. As for Toronto and Minneapolis, they may do their best but will not be in a position to cope with the power and progress of the Dixie boys this year; referring to the UPs on page 68 of the last Boomer—WE'RE UP FOR THE CUP."



### VISITORS AT THE FACTORY.

We have been favored with visits from a number of very distinguished persons recently, among whom may be mentioned the following: J. G. Roberts, Pittsburg; L. P. Murray, Minneapolis; J. A. Forsythe, Toronto; H. J. Bradshaw, Detroit; P. F. Cashman, St. Louis; J. R. Prall, Cleveland; Walley Armstrong, Michigan; W. G. Chandler, Atlanta; H. W. Brown, Atlanta; G. H. Hastings, St. Louis; and A. W. Dorsch, Fort Wayne.

# THE PACEMAKERS CLUB

WHEN the all-wise mechanic turned you out he gave you a rated horse power, and he expected you to develop it—at least once in a while. Some time just for the fun of it, and for the sake of realizing your real strength.

It takes more than a jog-trot man to be a Pacemaker and considerably more to become a leader. It takes real results.

The first requisite to result-getting is ambition—the kind of ambition that drives one into action and stimulates one's energy. It takes live men to get things done in this world—Pacemakers—a man intensely wide-awake—a man of ambition, full of hunger for achievement, his veins full of red blood—a man intense with eagerness and determination.

Every day of your life affords a golden opportunity for you and he who enters into the spirit of his work is bound to be a winner—not that all can lead—but the struggle to lead will add to your ability, increase your efficiency and strengthen you. The satisfaction of having put forth your best endeavors is alone worth the efforts. Did you ever stop to think that it's the difficult tasks that make men?

By doing the hard work you develop capacity for it, and when by persistent effort and brave struggle, you have made good, you have not only accomplished big work, but what is more important—

You have remade yourself;

You have changed yourself from what may have been a small man into a big man.

Work calls out the capacities you did not know you had and develops new faculties. So, in this race for success, put forth your best efforts. The man who gets anything worth having is the man who goes after it with eagerness and determination.

Hit up the pace. Break out of the rear ranks—make a dash for the front. Bring all your powers into play—go in for all you are worth AND WIN.

# THE PACEMAKERS CLUB



### FILTRATION.

Mr. W. L. Morris, the father of the Filtration Systems, often writes some very splendid sales letters covering filters, and we came across one recently which was addressed to a very live prospect. The letter was so terse and well put that we thought it a splendid idea to reproduce it in the Boomer for the benefit of the boys, and we are pleased to announce that very satisfactory arrangements have been made with Mr. Morris to secure similar letters from time to time. The one referred to above, follows: Gentlemen:

We are submitting two separate proposals for Oiling Systems; the prices quoted covering the highest grade equipment we have to offer. We have included our large feeders for the Laidlaw Dunn pumps to take the place of the small feeders now on, as they have given some trouble and being so small, they could not be other than unreliable. We can reduce our bid materially by figuring on systems which are not so reliable but, in view of the savings in labor you wish to seek, we are satisfied you should have a system that can be left without attendance and that it will be safe to do so. One mishap which may arise while the attendant is away from the plant could cause more damage than the difference in the price of the systems.

You will also note we have included telescopes to take place of the indefinite wipers. We have also figured on placing oil cups on all crank and wrist pins that now have grease cups. You will also note that we have included all oil guards and will send our man onto the job with an excellent line of tools and materials to make these guards. By having this equipment we can make oil guards better and more economically than you could otherwise obtain.

We have made our proposition with the idea that we take upon ourselves all details and difficulties, put the system in as good working condition as we know how, and you will learn that this item alone is a very valuable one, the application of the best knowledge that is obtainable in this line.

You may think that a cheaper system will answer—we do not, or we would figure on furnishing it. Though it may be a slight error in providing as good a system as we contemplate, we are satisfied the risk of satisfactory returns would be much greater if an inferior system were furnished. We know you will get the results you are seeking with this system and you will obtain a most satisfactory return upon the investment—this we guarantee.

We have never furnished a system that the purchaser complained it was better than he needed; we have made a close price for this complete installation on a basis of about \$10.00 per square foot of filtering surface, and this is even lower than you can buy the bare filter for,

just think of this please. What our competitors price may be is of but little concern to us; we believe that what we are offering will be given full consideration and upon the basis of that offered we have no competition. You are seeking definite valuable results, such which have sufficient value to go after, and you can get them, but you surely cannot afford to inject some new expenses and difficulties into the problem. The use of a few dollars to avoid this is not worth running the risk. There is no danger of anyone offering anything better for your requirements as it is not upon the market. We are blazing the way in the field of good commercial investment in this line of work and have faith in the good judgment of those who decide what are good investments. The encouragement of our customers is demonstrating that we are following a course which is profitable to them and ultimately will be profitable to ourselves.

We will assure you that our interest in securing the best possible service from these systems will not permit us to take present profits into consideration. We would make sure that your company would become life converts to this most valuable station economy.

By the use of our systems, we are sure you can pay their entire cost in a year's time—Where such big savings are possible, you surely cannot afford to temporize in the securing of these economies.

Yours very truly, W. L. MORRIS.

### EFFECT OF NO LUBRICATION ON HIGH SPEED ENGINE.

An engineer at a coal mine power plant neglected to open the feed valve on the lubricator of a 16x18-inch automatic engine running 225 R. P. M. and belted to a direct-current generator which furnished power to the mining machines. As his duties included the blacksmith work and repairs around the mine, no further attention was paid to the engine until it suddenly stopped shortly after noon, with the rocker-arm broken and the screws loose in the rocker-arm brackets. The broken rocker was replaced by one removed from an engine at another mine near-by, and the engine started. After running a few minutes it was necessary to stop, as the bracket could not be kept in place.

The cylinder head and steam-chest covers were then removed and the valve and seat were found so badly cut and worn that a new cylinder, piston and valve were needed before the engine was again ready for service. These parts were removed from the engine at the other plants and after being placed in position the engine ran without trouble. The damaged engine had been in service only two years and was purchased new.

Salem, Ohio.

C. C. SIDINGER.

**"PRICE TOO HIGH," AND "JUST AS GOOD FOR LESS MONEY."**

In all lines of merchandising there is a tendency upon the part of some salesmen to make derogatory remarks about his competitor's goods.

It shows a weakness in any salesman who resorts to it and is conceded by the business world as a vicious practice and poor business. Our policy does not permit such methods and we mention it here for the benefit of any new salesmen that do not know it. It must be distinctly understood by all of our salesmen that we will not permit them to make derogatory statements with regard to any other concern.

We were the pioneers in the oil storage field.

For more than a quarter of a century we have been marketing a product that has earned for itself such a reputation for quality that the very name of Bowser is synonymous with the best that can be obtained in tank construction.

We are putting into our outfits the knowledge gained from twenty-six years of practical experience, and our motto always has been and still is—"not how cheap, but how good."

Salesmen representing such a house should never find occasion to indulge in what is commonly known as "knocking." It is undignified ungentlemanly and uncalled for. It is bad business policy, and the worst kind of poor salesmanship. Such tactics are generally looked upon as an evidence of weakness either in the salesman himself or in the goods he represents, and are therefore not only undesirable but absolutely unwarranted in a Bowser man.

When a prospect says he can get "just as good or better goods for less money" there is no objection to showing him the different points of merit in our line over all others but there is great need of your following the dictates of honorable business ethics in it.

When a prospect states he can buy "just as good for less money" or "price too high," you might state your case something along these lines:

Now Mr. Buyer, it is my business to thoroughly know Bowser goods and also other similar goods on the market.; it is evident that you don't really believe you could get "just as good for less money" or you would have bought it. This does not surprise me, for the average good business man has been bitten on this just-as-good-for-less-money proposition. Now, I know you would not want me, representing as I do, a house who have built their business upon honorable dealings, to descend to the petty tactics sometimes used and abuse our competitor and their product, and instead of telling you what I may know of their product, I believe you will agree with me it will be more to your advantage if I proceed to show you by facts and figures that if you have decided what price you wish to pay for an equipment that our line is so complete and diversified that at the price you wish to pay we can give you more for your money

than any other company in our line, for we manufacture the highest priced equipment as well as the lowest priced equipment. With our company the most important consideration has been "quality" and price has been of secondary importance. We have always built the best goods possible and the price has taken care of itself. That this has been a wise policy is proven by the fact that our product is recognized universally as the standard of perfection. It has been so stamped by the most careful, critical and discriminating buyers for twenty-five years. It is not uncommon for many of the best engineers of the largest railroads, factories and mills of the country to use our specifications when they build or remodel the oil storage part of their business, and when bids are called for propositions of this kind it has been easy for us to secure the business for none of our competitors have been able to equal our specifications without exceeding our price.

The real salesman knows what he has to sell, because he has studied it; he knows human nature because he has studied it; and the sum of this knowledge is the weapon he uses to fight his way to victory. He is straightforward, gentlemanly, aggressive, direct, concise, painstaking and thorough—because he knows that these things are necessary to convince—to reach his ultimate purpose, the sale.

Of our product it can be said "best by actual test" compared with the product of any company in our line we welcome comparison by authoritative and competent men and we have no difficulty in proving that we give more for the money than any of them and that the expression "just as good for less money" and "price too high" are without foundation and are not borne out by facts for over a million satisfied users have disproved both statements. It is further proved that the only time a man makes the statement "price too high" is before the goods are delivered. There are hundreds of merchants who have used our goods for years and when they were worn out have paid the advance in price for our more modern equipment and have been well pleased with the investment.

If a man is not convinced when you have tried to avoid mentioning either the competitor or his goods it may be necessary, in as nice a way as possible, to point out to him that if he will examine their product part by part that he will discover quickly the difference in materials and construction and prove for himself that it is not our desire to sell a man but once but to sell him something that he is so well pleased with that he will be a good advertising medium for Bowser goods, and will patronize us again if he needs anything in our line.

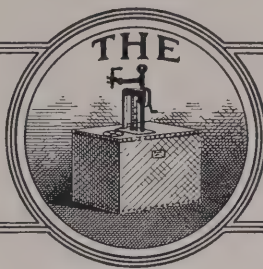
"Knocking" should be left to "the other fellow." Bowser salesmen who know their line have their time fully occupied in telling of its good qualities, and find it an inexhaustible subject.



S. B. B. file

Fort Wayne flooded but the Bowser still on top

BOWSER



BOOMER

Vol. VIII

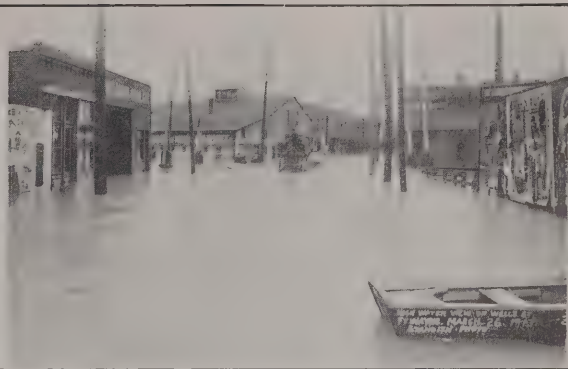
April 20th, 1913

No. 7

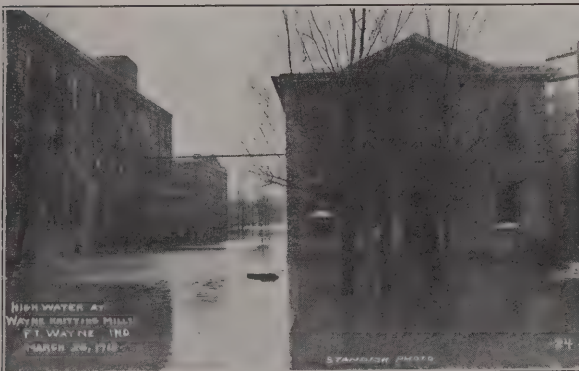
## Fort Wayne Flood Views



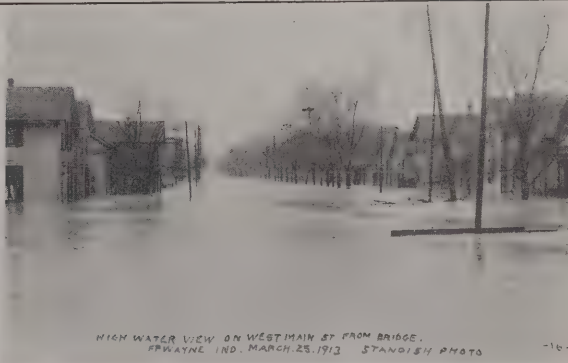
A VIEW OF THE DYKE IN LAKESIDE.  
That Part of Town in Which Ye  
Editor Lives.



VIEW OF THE NORTH SIDE.  
The Approach to the Lake Shore & Lake Erie  
Depots; no doubt Familiar to our Men.



View of the Wayne Knitting Mills Inundated.  
This is the Hosiery Mill Which the  
Pacemakers Visited During Their  
Last Convention.



View of West Part of Town—Street the Car Line Runs  
Down to Knitting Mills—Every 1912 Pace-  
maker Rode Down This Street Dur-  
ing the Convention.

The Bowser Plant is located in the southeastern part of the city  
and was High and Dry

## VOLUME OF BUSINESS

## Standing of Forty High Men, March 31, 1913

1—E. L. Milliron.....	Fort Wayne
2—M. C. Benham.....	Minneapolis
3—J. H. Armstrong.....	Fort Wayne
4—W. S. Johnson.....	San Francisco
5—F. H. Peeples.....	Harrisburg
6—F. L. Jones.....	Chicago
7—R. L. Matthews.....	Dallas
8—W. Y. Robertson.....	Toronto
9—G. W. Scott.....	Harrisburg
10—W. C. Smith.....	San Francisco
11—A. L. Casey.....	St. Louis
12—A. E. Moffatt.....	Toronto
13—S. A. Collins.....	Albany
14—E. B. Bachman.....	Atlanta
15—W. V. Crandall.....	San Francisco
16—E. F. Klotz.....	San Francisco
17—L. F. Loeffler.....	Atlanta
18—E. J. Murphy.....	Toronto
19—J. M. Tucker.....	Dallas
20—Lewis Smith.....	Albany
21—J. G. Sterling.....	Minneapolis
22—E. C. Ettinger.....	Minneapolis
23—T. C. Potts.....	Fort Wayne
24—R. H. Sherlock.....	Chicago
25—W. A. Lee.....	St. Louis
26—H. Beique.....	Toronto
27—H. A. Leonard.....	Chicago
28—A. E. Darling.....	Minneapolis
29—W. A. Armstrong.....	Fort Wayne
30—P. W. Lawther.....	Dallas
31—M. C. Bramham.....	Minneapolis
32—H. T. Purdy.....	Atlanta
33—W. G. Chandler.....	Atlanta
34—W. G. Magrane.....	Chicago
35—L. Pack.....	Atlanta
36—A. G. Hartgen.....	Harrisburg
37—E. R. Bird.....	San Francisco
38—A. L. Byrd.....	Atlanta
39—F. W. Devereux.....	Albany
40—R. H. Nelson.....	St. Louis

• • •

## SPECIAL NOTICE!

The above is a list of the forty high men based on volume of business. In other words, the men who lead in dollars of business regardless of lines worked. On the opposite page we have also compiled a list of the forty high men based on Pacemaker Points. Of course there is a difference in these lists and we have published both of them so you see the relative differences. This information is valuable to the man who is high in volume of business because it shows him where he also stands in Points and quite often there is a big difference, especially so if he is working the factory trade.

## THE BRONZE TABLET.

We wonder if all of our salesmen who have visited the Home Office have stopped to admire the beauty of the Bronze Tablet adorning the walls of the general reception room.

This tablet is certainly a work of art and Reed & Barton Co., of New York, the noted bronze and silver workers have published a very handsome book picturing this tablet as a sample of their splendid work.

Every visitor to our plant stops to admire the work and is interested to hear the accounts of the salesmen's accomplishments whose names appear on it.

Again this year three more names will be added. The one big question that interests us all is—Whose names will they be; yours or the other fellows?

Although this is one of the greatest honors the company can confer upon you, it is not the only incentive to spur one on. It means far more. To occupy such a standing means you are accomplishing your aims. It means a larger bank account for you. That you are not only holding your own but climbing higher, that you are winning in the struggle for success. Your friends and acquaintances in the force are proud of you, and talk about you because you are a success. You are an encouragement to your fellow salesmen who have not yet reached such heights. You shed a light of hope and give confidence and aspiration to your less successful associates. These are indeed great compensations in addition to the prizes. They alone are worthy reason for striving to and maintaining a higher standing.

In the eight months left there is still an opportunity for the earnest, ambitious, enthusiast to push forward and secure this honor. It will take activity, courage and firmness, but you have these qualifications as well as others. Use them—they are the price. Make up your mind to dare and DO. Go after it and you'll win. If you slack up before you get it, it simply shows you are not willing to pay the price. Great rewards only gravitate to men of persistency and patience—one hundred per cent. men. BE ONE.

• • •

Earnestness is the best gift of mental power and deficiency of heart is the cause of many men never becoming great.—Bulwer.



**FLOOD NOTES.**

"Bill" Mann and Ed Little were marooned in Cincinnati for a week—I suppose they broke some pool and billiard records in the meantime.

◎ ◎ ◎

C. C. Barnett, Manager of the Denver Office, made a flying trip from there to Dayton to aid Mrs. Barnett and daughter, who have not yet left their Dayton home for Denver. We are glad to report he found them safe when he arrived.

◎ ◎ ◎

Salesman Woehner was marooned at Loganport during the flood; also E. R. Stoker who travels in southern Indiana, was marooned at Princeton, Ind.

◎ ◎ ◎

C. C. Fredericks went to Lima, to work the county but when he got there he was pressed into rescue service and spent the week saving the flooded and feeding the hungry.

◎ ◎ ◎

**CARD OF THANKS.**

We wish to take this occasion to personally thank Messrs. Fredericks, Bert Bowser, Mauk, Corey, Young, Schulze and Morrison who so promptly offered to house the Editor and his wife while their home was flooded. It is indeed pleasing and gratifying to know one has real friends who are personally concerned in your protection and welfare.

◎ ◎ ◎

Of course there were numbers of our salesmen who figured in the recent flood that we did not hear about. No doubt our energetic Knights of the Grip did many deeds of valor and kindness.

◎ ◎ ◎

**PACEMAKERS, NOTICE!**

The bad weather is over. The manufacturer, the automobilist, and the business man, are now ready to make those spring improvements, those changes and betterments they had planned to make as soon as the cold weather broke. The time is here. Now is when we must make up for the draw-backs of floods and winter. Don't wait for business to come or send for you. Go out and get it. It's there waiting for you, but it won't come unless you go after it.

The man who waits for things to turn up often turns up himself, a loser. Of all men that should overcome this waiting habit, the salesman is the most needy. An order is like gold ore; you have to dig for it. You couldn't expect the richest gold mine to "sprout" nuggets for you. It takes a good lot of hard digging to loosen them up. It's the same way with orders. You must apply good, hard, conscientious work if you are in the business to make money.

**Officers and Directors of the Pace-makers' Club, tentatively installed and based on Present standings, April 1, 1913**

M. C. BENHAM	Minneapolis	-	President
F. L. JONES	Chicago	-	Vice President
R. L. MATTHEWS	Dallas	-	Secretary
E. B. BACHMAN	Atlanta	-	Treasurer

**DIRECTORS**

F. H. PEEPLES-	-	-	-	Harrisburg
W. Y. ROBERTSON	-	-	-	Toronto
A. L. CASEY-	-	-	-	St. Louis
W. V. CRANDALL	-	-	-	San Francisco
J. G. STERLING	-	-	-	Minneapolis
L. F. LOEFFEL	-	-	-	Atlanta
E. L. MILLIRON	-	-	-	Fort Wayne
J. M. TUCKER	-	-	-	Dallas
LEWIS SMITH	-	-	-	Albany
J. VANDEREMSE	-	-	-	Denver

**FORTY HIGH MEN**

April 1st., 1913.

**According to Pacemakers' Points**

1—M. C. Benham	.....	Minneapolis
2—F. L. Jones	.....	Chicago
3—R. L. Matthews	.....	Dallas
4—E. B. Bachman	.....	Atlanta
5—F. H. Peeples	.....	Harrisburg
6—W. Y. Robertson	.....	Toronto
7—A. L. Casey	.....	St. Louis
8—W. V. Crandall	.....	San Francisco
9—W. S. Johnson	.....	San Francisco
10—J. G. Sterling	.....	Minneapolis
11—W. A. Lee	.....	St. Louis
12—G. W. Scott	.....	Harrisburg
13—L. F. Loeffel	.....	Atlanta
14—J. W. Merickel	.....	Atlanta
15—E. L. Milliron	.....	Fort Wayne
16—J. H. Armstrong	.....	Fort Wayne
17—J. M. Tucker	.....	Dallas
18—G. W. Hafner	.....	Harrisburg
19—A. E. Moffet	.....	Toronto
20—E. F. Klotz	.....	San Francisco
21—A. E. Darling	.....	Minneapolis
22—L. Pack	.....	Atlanta
23—E. C. Ettinger	.....	Minneapolis
24—W. G. Chandler	.....	Atlanta
25—R. H. Nelson	.....	St. Louis
26—M. C. Bramham	.....	Minneapolis
27—W. C. Smith	.....	San Francisco
28—E. G. Hartgen	.....	Harrisburg
29—T. C. Potts	.....	Fort Wayne
30—H. D. Murdock	.....	St. Louis
31—E. R. Bird	.....	San Francisco
32—Lewis Smith	.....	Albany
33—P. W. Lawther	.....	Dallas
34—H. Beique	.....	Toronto
35—E. J. Murphy	.....	Toronto
36—F. G. Dabney	.....	Dallas
37—E. P. Dolan	.....	Dallas
38—H. J. Bradshaw	.....	Fort Wayne
39—A. F. Todd	.....	Atlanta
40—H. T. Purdy	.....	Atlanta
40—R. H. Sherlock	.....	Chicago

# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY

S. F. BOWSER & CO., Inc., FORT WAYNE, IND.

Edited by C. H. DAVIES

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS EMPLOYEES

APRIL 20, 1913

Beginning with this issue the Bowser Boomer, the palladium of our liberty, the source of our information, the herald of our social activities, the recorder of our scandals, the depository of our kicks will be published on the 5th and 20th, of each month, instead of the 1st and 15th.

This change can be made very gracefully at this time as the Editor was a flood victim and was washed out of his home on March 25, and consequently was not on the job for several days. The real reason for changing the date, however, is so we may get the statisticians' records conveniently which are compiled on the 1st and 15th; thus giving us the information in plenty of time for the 5th and 20th issues.

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Although there were many persons in the organization that were either marooned or flood victims, we are happy to say there was no loss of life.

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The camion shop is located on the river here and was inundated. A number of their "C" tanks in stock floated away and a newspaper man asked the editor if that was the way we soaked our competitors.

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Ed. N. Vancel, who travels in Central Indiana, called on Jameson Bros. at Lafayette, and says Mr. Jamieson remarked:

"If I was not an Irishman I would not be anything else," and furthermore, "If I did not have Bowser outfits I would not have anything else!"

Very well put, Mr. Jamieson! More power to the Irish.

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H. J. Bradshaw, who has been covering Detroit under the Fort Wayne District, has been transferred to Boston where he will have charge of the store and garage line. Mr. Little was sorry to lose H. J., because he was the only man in the organization possessing the dignity of facial shrubbery—you know, not every man has the face to raise whiskers.

If you are satisfied to take things as they come—you wont get much.

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## EXIT \$ STRINGENCY AND WORRY.

Several points behind your quota—Problem: How to catch up on your business.

Answer—MORE ORDERS!

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Your name thirtieth in the standing of the forty high men—Problem: How to get in speaking distance of first place.

Answer—MORE ORDERS!

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Your wife would like an extra fine spring bonnet this year; you have in mind several luxuries this year that you hope to afford—Problem: How to get the money.

Answer—MORE ORDERS!

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Why? Because more orders mean more commission, more honors, a higher sales standing, more peace of mind and contentment, more prosperity and progress—WRITE THEM!

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The salesman who makes the most money out of the business that is possible to get out of it is bound to be a Pace Maker.

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The following appeared in the March number of The Retailers' Journal:

## ANOTHER CUSTOMER LOST.

A lady after calling for and getting a gallon of coal oil which the proprietor drew from a barrel and then wiped his hands on his apron, bought soda crackers which were taken from a box, weighed and put in a bag by the same dirty hands. The crackers smelled of oil and this grocer lost a good customer. There are others in the business nearby. Cleanliness pays, gentlemen."

Frequently, when the possibility of such an occurrence is mentioned to some prospects, they will say: "Oh, I am always careful about that."

Of course they intend to be but when a store is full of customers who are all anxious to be served and the clerks and proprietor is jumping around to serve them before they become impatient and get tired of waiting and walk out—then is when the most careful person's good intentions will slip and oil-taint the goods.

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Are Dallas Division Salesmen prosperous? We guess—YES—when two of them: Mr. R. L. Matthews and Mr. J. M. Tucker buy new cars in one week and several others are just waiting to nail down a few more 241 sales before placing their orders.



**THREE DAYS I NEVER WORRY ABOUT.**

"One of the days I never worry about is yesterday, simply because I cannot change it if I would. I did the best I knew how yesterday, but even if I hadn't, what is the use of crying over spilt milk? Yesterday was mine, it is now gone."

"Another day I do not worry about is tomorrow. It is bound to come, and if I dread it I am simply weakening myself when it arrives. The best plan is to prepare yourself for the future by improving the present and then when it comes you will be ready for it, and it will be easier for you. Doors of opportunity are bound to open for prepared men and salesmen."

"If I do not worry about yesterday or tomorrow, why should I worry about today? Why worry at all? Make it your practice to live one day at a time and see how finely it works out."

"Any man can say no to temptation for just one day. Any man can fight his battle today. Any man can bear his burden for a day. If he does that, he will find himself able to do it every day and be the winner in the end. If we try to live two or three days at a time, one of them will upset us."

"Look backward for inspiration; look forward for progress; look around you for material for stepping-stones to higher things and never despair. A man's house should be on the hilltop of cheerfulness and serenity, so high that no shadows rest upon it, and where the morning comes so early and the evening tarries so late that he has twice as many golden hours as those of other men. He is to be pitied whose house is in the valley of grief between the hills with the longest night and shortest days." Just stand aside, and watch yourself go by;

Think of yourself as "he" instead of "I,"  
Pick flaws; find fault; forget the man is you,  
And strive to make your estimate ring true.  
The faults of others, then will dwarf and shrink  
Love's chains grow stronger by one mighty link,

When you use "he" as substitute for "I,"  
Have stood aside and watched yourself go by.

ABBY ANDERSON.

Toronto Division.

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Be enthusiastic, be determined, be a worker, and you'll be a Pacemaker. Not one ship in a billion drifts into port.

**A ? ABOUT THE RED SENTRY.**

What do you want the boys to put 241's in garages for?

Put 41's in and step out to the corner and put the groceryman, or drugstore accessory shop or refreshment stand a 241.

The 241s are an asset to any of these businesses, as well a very high-class advertisement. This pump will not only sell gasoline but will increase the fellow's business in a general way. I always try and give the 241's to anything but the garages even though on long terms. However I try and put a 41 in the garage first. If you put a 241 in front of a garage your chances are pretty slim or none for the fellow next door. The 41's are easy and the 241s are easier still. Do up the 41s inside and then step out in the open air and you've got another fat chance to do the fellow on the corner some good.

One of my grocery customers told me today of a party stopping to fill their machine, while they were putting the gas in the car they decided they wanted some fresh strawberries and some can goods, etc., the order was taken while the machine was being filled, the results of this has proven a good new account was opened for this groceryman.

41's AND 241's.

Now don't forget, after you've put this man in the gasoline business, go back to him and get an order for a 63-A or B, for handling lubricating oils.

Yours truly,

L. F. LOEFFEL,

Atlanta Division.

We are presenting Mr. Loeffel's views without comment, preferring to let each salesman think this over with an open mind. We do wish to state, however, that Mr. Loeffel is doing a nice business and that he is getting his territory in fine shape.

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**CORRECTION.**

In the last Boomer we published a list of the thirty high men—the list was compiled with the intention of publishing only the first fifteen names, consequently the balance of the names were not accurately audited for standings. Had they been, the names of Messrs. Bachman, of Atlanta; Lee, of St. Louis; and one or two others would have been included. Hereafter we will stick to the original number—forty, with accuracy absolutely guaranteed.

## Dispatches between Hance and Home Office re

The 1912 Convention Ceremonies were hardly over before Hance and his band were the States standing around sucking their thumbs at the next convention when the prizes are entirely different proposition to execute them.

The course of events in the contests this year call for the attention of the entire and share in the glory and honors of year. *Read the following letters that passed between Mr*

Toronto, February 18, 1913.

Dear Mr. Polhamus:

Yours of the 14th, relative to the reduction in quota for the Harrisburg Office, just received. Of course I knew that when you gave the Toronto Office \$50,000.00 increase, you would be able to take away a like amount from another office, and we are pleased indeed that it should go to Mr. Colwell, for he, no doubt, will now be able to give us a hard run for the cup, but just the same, he will know we are in the race this year.

Naturally, our business in Canada is not very great in volume so far, owing to the volumes of iceicles which we have here, but wait till we get thawed out—well, we hope the line in the Boomer will have a similar location for us this year to that of last.

In comparison with our business last year we are pleased to advise that it is 86.2% better today, and we hope it is equally good with all your other offices.

In closing, wish to say that if in the kindness of your heart you should discover that the conditions in Canada are a little bad just at this time, which I have no doubt they are, and should reduce our Canadian quota materially, we will give you a rising vote of thanks, to say nothing about a nice volume of business this year, as well as keeping the cup very securely for you during 1914.

With kind regards, I am,

Yours very truly,

(Signed)

W. R. HANCE.

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February 24, 1913.

My dear Hance:

Your favor of the 18th inst., with reference to the reduction in quota of the Harrisburg Office, I find on my return, and am sending copy of same to Mr. Colwell for his information and hoping it will put him on his mettle until he will hit the Canadian bunch hip and thigh in this cup race and the Canadian Manager will beg Colwell's pardon for ever making any such as-

sertion. Seriously I feel we made a mistake in not increasing the Canadian quota one hundred thousand dollars at least, as I understand when you left here you felt you had a dead cinch on the cup for another year.

I congratulate you on the nice gain you have made to date; this is better than the majority of the offices have done, the total increase being 50 to 60%; some of the other offices have done even better than Toronto, St. Louis and Dallas especially, St. Louis having increased their business 180%, and Dallas 90%. However, if the fine bunch of business getters from the land of iceicles can land that cup this year, we will yell good and hard for them, for it will be after they have put forth greater efforts than they did during 1912, and will sure have to go some; notwithstanding the iceicles they do not want to sleep long on the job early in the game.

Hoping yourself and all the Canadian boys are in good health and wishing you all the success possible for this year, I am,

Yours, with best wishes,

A. Z. POLHAMUS.

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Toronto, February 27, 1913.

Dear Mr. Polhamus:

Yours of the 24th, just received.

While there was nothing in my letter to you relative to the reduction of the quota of the New York Office that we are ashamed of, yet at the same time we hardly thought you would forward a copy to Mr. Colwell. In other words, we were writing you in a confidential manner.

However, since you have betrayed our confidence in this regard, we intend sending a copy of your letter of the 24th to us, to everyone of our Canadian salesmen, and I haven't any doubt but, notwithstanding the icicle condition in Canada just at this time, the dignity of the Canadian Sales Force will rise to such a pitch that there will be a wonderful thaw in the shape of orders, and just for pure retaliation our salesmen will see that the Cup stays here during the year 1914.

U. S. Managers and American Salesmen, we have given you the facts of th



## es the plot of the Canucks to thrash the Yanks

ing to do the poor innocent Yanks up to a frazzle this year and have all the managers in  
ors are handed out. But will this be so? It is one thing to plan such capers but it is an

sales force if they expect and desire Uncle Sam and the good old stares and stripes to  
e and Gen'l Mgr. Polhamus:

Laying all jokes aside, though in this we are  
mighty serious, wish to say I am mighty pleased  
the St. Louis and Dallas Offices are making  
such wonderful increases in their business, and  
on behalf of the Toronto Office not only offer to  
the St. Louis and Dallas Branches our congrat-  
ulations, but also all other offices over the line  
which are making increases this year over their  
last year's business.

Trusting that the good work will keep up in  
the entire Organization during the whole year,  
I am,

Yours very truly

(Signed)

W. R. HANCE.

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February 27, 1913.

All Canadian Salesmen:

A Little Inside Information.

A few days since the writer received a letter  
from our General Manager, Mr. Polhamus, ad-  
vising that the quota of the Harrisburg Office  
(formerly New York) has been decreased \$50,-  
000.00. You will recall that the quota of the  
Toronto Office was increased \$50,000.00. The  
writer admits that at the time our quota was in-  
creased he was more or less stupid over the sit-  
uation, perhaps, in that he did not realize that  
if we had an increase of \$50,000.00, it would ob-  
viously follow that some other office would have  
its quota decreased \$50,000.00. But, being of a  
rather innocent turn of mind, we did not dream  
of anything being put over on us.

However, as you know, after having our quota  
increased we made up our minds just for that  
we would give the Yanks one of the worst drub-  
bings they ever received. Our business to date  
indicates that we are going to accomplish this.  
We are pleased indeed to advise you that up to  
the present time, as compared with last year,  
we have an increase of nearly 100%. Now, if  
we can keep this up, which we have every rea-  
son to believe we can, we will establish a prece-  
dent, i. e., win the Cup twice in succession.

On receipt of Mr. Polhamus' letter, the writer

wrote him as per copy herewith, and we also en-  
close copy of Mr. Polhamus' reply.

We know that Mr. Polhamus, as well as the  
other Officers of our company, is absolutely im-  
partial in his efforts with any of their offices,  
yet, at the same time, we are kind of over the  
line alone, and perhaps some times are not quite  
as closely in touch with the Executives as some  
of the other offices, so we must make sort of a  
still hunt among ourselves, as it were.

I know that when you read Mr. Polhamus'  
letter, where he states he hopes that when Mr.  
Colwell, Manager of the Harrisburg Office,  
reads my letter it will put him on his mettle  
"until he will hit the Canadian bunch hip and  
thigh," it will put all of our Canadian salesmen  
on their dignity, with the result that during the  
first half of this year we will make the biggest  
showing we have ever made during the first six  
months of any year in the history of our Canad-  
ian business. If we can do this, there is abso-  
lutely no question about the last half of the  
year. We have always been good finishers. So,  
for sheer patriotism, is nothing else, the writer  
appeals to you at this time for your very best  
efforts, though we know this is hardly neces-  
sary, when we think of the enthusiasm which  
we had at our Canadian Convention.

That our Canadian Convention is bringing  
forth good results is being proven by the in-  
crease we have made this year over last, and in-  
asmuch as conditions during the early part of  
the year in Canada are not as a rule the best  
for us, wish to say we feel very optimistic over  
the situation.

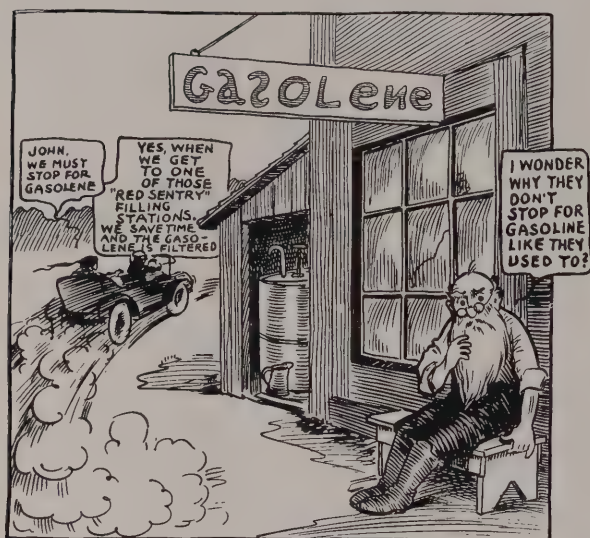
In closing we wish to congratulate you most  
heartily for the fine business you have given us  
to date and with weather conditions improving  
we have every reason to believe that the Yanks  
will be made to sit up and take notice before  
July 1st.

Let's have for our watchword this year, more  
than ever before, "Co-operation."

Yours very truly,

W. R. HANCE, Manager.

Make the glorious stars and strips wave and the eagle scream with victory.



Cartoon Suggestion by K. F. Hessenmueller of Pittsburgh.

Mr. Hessenmueller was ill recently and while laying on the flat of his back, whiled away the time by drawing pictures—His above suggestion was so good we take the liberty of reproducing it.

## BRANCH OFFICE STANDING

SAN FRANCISCO

MINNEAPOLIS

DALLAS

ATLANTA

ST. LOUIS

TORONTO

FORT WAYNE

CHICAGO

ALBANY

DENVER

HARRISBURG

no doubt was last week when it turned fine.

Harrisburg doesn't intend to stay where she is and we have been quietly informed by Fort Wayne there is certainly going to be something doing in the Central States.

Dallas is making great gains, and so is Toronto and St. Louis—between whom there is only one-half per cent. difference.

Minneapolis is only about seven and one-half per cent. behind San Francisco, so you can see things are tightening up all around.

There is only two-fifths of one per cent. difference between Fort Wayne and Atlanta.

In our next issue we predict a big shift in these standings.

## AND WHAT ABOUT THE LOVING CUP?

San Francisco has managed to maintain the lead. Just how long she will be able to do so however, is quite problematical, as the eastern bunch feel that they have been held back because of the very severe winter.

Who can tell what will happen when all their pent up energy is turned loose, which in fact,

## BOYS, HIT YOUR PROSPECTS HARD.

One cannot make an impression on a granite block with a curry-comb—neither can one persuade a mind with a muddled, weak, half-hearted, wishy-washy demonstration. Make your points sharp and positive. Tell them with a conviction in your heart. When you say a Bowser is the best investment in store fixture it is possible to make, mean it and say it hard enough for them to understand you mean it.



## POTTS THE GOAT.

Cleveland, O., March 22, 1913.

C. H. Davies:

Editor Bowser Boomer.

Dear Editor—Some of the bunch around here seem to think they have something on me. I don't know that they have however, but the following self-confession may serve to explain my position, and incidentally shed some light upon the charged acquisition that "I was the goat":

Day before yesterday morning I was working in the vicinity of ——— Street. You can imagine my surprise and chagrin, when out of the yard drove a richly lettered wagon, upon which was loaded, apparently for delivery, a 5-bbl. C tank with a (41?) pump.

You know, Editor, there still lingers in my veins a slight touch of red blood, and this sight was more than I could possibly stand for—accordingly I set about at once to C-H-A-S-E this intruder and believe me, he led me a merry chase. Out Euclid avenue, he paraded into Wade Park, clear thru to Lake Shore Boulevard; out Lake Shore Boulevard across to Cleveland Heights; then back another route to—where? Where do you think? "JUST WHERE HE STARTED FROM."

I found I had chased this caravan just fourteen miles. When he got back to his starting point, he had identically the same load as when he started, nor did our pilgrimage together disclose that this driver made any stops enroute.

In view of the developments of this expedition, therefore, I am willing to admit that "I'm the goat," but "What's the idea?"

If you will kindly explain the object of my being lead over the rough bricks and hot sands in this manner, my sense of density will be gratefully enlightened. As a further confession I must admit the loss of about four hours' time in this wild-goose-chase, with the result that I secured but one order that whole day.

Now, dear Editor, please be charitable to me, for you know I have been associating with Herb Armstrong for so long, that I bite on most anything.

Sincerely yours,

T. C. POTTS,  
Cleveland Salesman.

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What is difficulty? Only a word indicating the degree of strength requisite for accomplishing particular objects; a mere notice of necessity for exertion; a bugbear to children; a stimulus to men.—Samuel Warren.



E. J. GALLMEYERS  
One of the Denver Pathfinders Pointing the Way.

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Accustom yourself to master and overcome things of difficulty; for, if you observe, the left hand, for want of practice, is insignificant and not adapted to general business.—Pliny.

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## SMALL PROFIT IN IT.

We occasionally hear a salesman say that, "I couldn't sell Mr. So-and-So, because he don't make much profit on his oil and he couldn't see where it would pay him to make the investment for a Bowser."

Read the following inquiry just received:

New York, March 18, 1913.

S. F. Bowser & Co.:

Fort Wayne, Indiana.

Gentlemen—The storekeeper, two and a half miles below ——— N. Y., is putting in a 550 gallon oil tank and he is now selling oil at 10c per gallon, paying 9½c, and after he gets his large tank the ——— Oil Co. will sell to him for 9c per gallon.

This storekeeper runs a wagon up to ——— and delivers oil for 10c. After he gets his large tank he can deliver to my customers for 9½c. What I want is a tank to hold 550 gallons and then I can buy of the Company for 9c, too.

What is the least possible price that you would exchange this tank I bought of you for one 550? The number of this is B-9549, cost me \$80.00; Steel, no wood, and the best terms, etc. Could this pump be used in the larger tank?

Yours very truly,  
GENERAL MERCHANDISE.

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There is no substitute for thorough-going, ardent and sincere earnestness.—Dickens.



"The Edinburgh," Ottawa. Ont.,  
My Dear Davies:

The writer wishes to relate a little incident which happened during the week, while enlightening the dealers in oil and gasoline to proper storage facilities. We had considerable snow up here recently and the writer was endeavoring to catch a train with the assistance of a liveryman and a 2:26 horse; we had covered about two miles at a 2:40-clip, when in the attempt to pass another sleigh, we were thrown over, landing in a 6-ft. ditch, which fortunately had a nice thick blanket of snow. Of course you have some idea of the language of sailors, soldiers, liverymen, horse dealers and travelers in general; well when that liveryman saw his trotter and the pick of his stable, hiking down the road at a 2:30-clip, with a new \$60.00 cutter swinging in the air, the said air took on a thick liquid appearance with the smell of pulp wood and brimstone. The team that was responsible for our spill gave my driver a lift in the general direction of the missing horse; the writer found the way to

the top of the ditch, also a dripping model case, several robes, cushions, one whip, one foot warmer, and the thing I have in mind while writing this letter, one horseshoe pointing my way, and while the writer does not believe in tapping on wood, crossing your fingers, etc., but still that horseshoe stunt seems to be the old reliable, therefore when the next three days netted me 71 points, on my orders Nos. 471-2-3-4, I just thought I would place the incident before the Boomer, ascertaining how much luck there is in a horseshoe and if you have any palm readers on your staff kindly consult them regarding the above; also give me credit for the stated number of points, for while there may be some doubt in your mind about just what the horseshoe had to do with the business, the points are the real thing and just ask Mr. Hance how really handy they are just at this particular time when that Loving Cup race is in our possession.

W. Y. ROBERTSON,  
Salesman.



## THE ECONOMY OF OIL FILTRATION.

### For Small Requirements as Well as Large.

It has only been within comparatively recent years, that a saving in lubricating oil has been made possible by the invention of the Oil Filter, which means there is still a lot of educational work along this lone yet to be done. Large mills and factories of course have been the first to recognize the savings that may be effected and the importance of the filter, which accounts for the fact that upon the installation of new power plants and engines, a continuous oil circulating and filtering system is added as a part of the permanent equipment.

There is no reason why the small power plant owner should not also get his share of savings from the use of filters.

It is a well known fact among users of lubricants that only from 20 to 60 per cent. of the oil applied to the bearings and journals is actually used to reduce friction; the other 40 or 80 per cent. drips away or is spilled and if no drip pans or buckets are used to catch the oil, it simply soaks away and is a total loss.

If, on the other hand, this waste oil is collected and a filter is employed, rendering it fit for use again, the result is a saving which makes itself manifest in the yearly running expense. While the larger institutions are making this entry on the credit side of their ledgers a majority of the smaller firms have not as yet given the filtration of waste oil much serious thought, and, therefore, do not realize what an important item it is, not only from the financial standpoint, but also from the fact that a better grade of oil may be used, thereby inducing a more perfect lubrication.

It is generally conceded that the best lubricating oils are theoretically the cheapest, almost irrespective of price; that is to say, they are the cheapest to use, although they may not be the cheapest to waste. The cost of oil, properly regarded, is not the cost per gallon, but rather the cost per annum; and any expense occasioned by the use of inferior oils, which the use of the better grade of oils would obviate, is properly chargeable to running expense. Moreover, an engine on which poor oil is used will not develop full power, neither will it run long without repairs becoming necessary. Ultimate economy, therefore, demands that the quality of the lubricant employed should be given first consideration, rather than its cost per gallon.

With these facts in view, many of those who adopt a filter after finding how great a saving

they affect, at once begin to use a better grade of oil than before, feeling that they can well afford to pay, for the finest lubricant procurable, seeing that none of it goes to waste.

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### GETTING FILTER ORDERS.

Mr. Morris has never failed to come back with a filter order when he went after it. He is also pretty good at getting them by mail.

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A letter written by W. L. Morris that brot in the order by return mail:  
Gentlemen:—

In regard to our proposal on a 2F5 System including oil fountain; we have taken into further consideration the requirements of your plant as more fully presented to us by Mr. W. A. Armstrong, upon his return. We had noted, at an earlier date, the machinery as installed and had recommended a 2FS System as being most suitable for your service. We did not know at the time it was your desire to work on close lines and run chances with a reduced amount of filtering surface. What we recommended would give you a degree of satisfactory performance that you are wholly unfamiliar with, and naturally our recommendations seem to be of color. We are anxious to see your concern provided with better filtration devices, and for all one of our sections alone would do better work than a half-dozen outfits such as you have, we do not recommend it for we use so much finer surface we must use more of it. However, we would feel quite safe in recommending the use of our 2F4 System in view of information obtained by Mr. Armstrong's visit to your plant.

This four-section system would have 200 sq. feet of surface with as high as 36" head. We do a grade of work that cannot be approached with other filtering system, it being standard practice with our systems to use oil indefinitely, the so-called claims of "oil becoming worn out" are mere subterfuges of inefficient filter manufacturers to cover the insufficiency of their systems; in other words, the attempt to do much with little. When you buy boilers you buy a certain amount of heating surface and don't allow the seller to offer horse power. Why should you buy filtering surface wholly on what the manufacturer states? We know why the other manufacturers avoid mentioning surface, it is because their price would show how ridiculously high their price for surface would be. Our competitors will ask \$120.00 for less than three square feet of surface, or \$60.00 per square foot of charcoal surface, **for filter alone**, not including separator, refuse tank, pumps, governors, gravity tank, heavy 12-gauge construction, and the like, such as we include in our price.

The cloth filters on the market are also very expensive compared with ours, the filter alone costing about \$120.00 for six square feet, or \$20.00 per foot. If you are content to get along with small pump, crude devices, you can accomplish fully as good results by tying cheese cloth to top of barrel and letting oil run through same, getting the six square feet in one barrel by letting it hang into same.

We have not built up our business upon such methods of doing things and well know the—Company have not either. We are offering our system on a basis of less than \$2.00 per square foot for filtering surface and this price includes all the various devices such as our competitors do not have to furnish. If your only consideration is to save money, let us know and we will furnish you a sketch of a simple crude outfit that you can make yourselves, and which will do even better work than can be done with the outfits you now have. You could not build one of OUR outfits for twice what we are offering it to you.

Yours very truly,

W. S. MORRIS.  
S. F. Bowser & Co., Inc.

### COLLECTIONS.

There are some things in the economic conduct of the business, even in the midst of greatest prosperity and the promotion of business, that must never be overlooked.

We refer to collections.

The immense economic loss arising from inefficient collection methods will embarrass the otherwise most successfully conducted institutions.

We are fortunate in having a very efficient collection system and although some unpleasantness occasionally arises, it is not the fault of the system, but is due to the particularly aggravated case. Even these instances can be eliminated by the thorough co-operation of the salesman. While we can readily point out this economic defect, yet we hesitate to suggest a remedy. We believe, however, that much can be done by salesmen towards the elimination of this evil. Care should be exercised to persuade the prospect to show the proper attitude towards the credit granted. When a customer approaches a business house seeking credit, he by the act invites such house to become in a sense a stockholder in his business; to assume to a certain extent the hazards of his business. If he should go to his bank for the purpose of securing a loan, he would be obliged to attach a financial statement of his business to the application for said loan. Why then should he

not be requested to submit a financial statement with his application for a credit account with the house from whom he seeks the favor? Business men are rapidly becoming educated to this and the day is not far distant when uniform blanks for this purpose will be universal.

All up-to-date houses now request property statements from their customers. Should a customer refuse to submit statement, a searching investigation is made. It is very important that our salesmen give a credit report as complete as possible. It will save delays necessitated in our writing blanks and commercial agencies for the information. If information does not clearly define the applicant's standing, then it seems as if it is only through our credit man's apparent intuition that a decision can be reached. We have no laws to prescribe the qualifications of those who would engage in business, so there is ever being presented a number of names of firms whose existence in the commercial field will be a menace to the salesman and the firm and whose certain end will mean a loss to both if credit is granted.

Another important factor in heavy commercial losses is the laxity on the part of the credit grantor in the collection of the accounts which he has placed on the ledger. Not only does it increase the list of bad accounts, but it drives business away from the house. Customers are inclined to become "knockers" more and more the longer the account remains unpaid. This is the experience in nearly every instance. Who is responsible? The house and the salesman argues that they have accommodated the customer and that humanity will recognize the accommodation. This is a serious error. The fact is, the customer does not view the transaction as an accommodation, and when you enforce your business requirements your customer is dodging across the street, has lost his self-respect, and proudly boast that you are the worst business house with whom he does business. A customer spoiled is a booster lost. An unpaid account that is past due is a lost booster and an unwarranted enemy.

We try to avoid this by only granting credit to those worthy and honest and then making them live up to their agreement and business requirements. Customers thank us for it in the end.

Our request to you for a complete and satisfactory credit report is not "red tape." It is for the protection of your commission and your business and the firm's welfare and reputation. Make your credit reports complete, boys, and give us all the facts you can get. It will save time, trouble, money and feelings.



BOWSER



BOOMER

Vol. VIII

April 24th, 1913

No. 8

Efficient!



To Be or Not To Be—  
That's the Question!

## THE SIXTEEN HIGH MEN IN THE EFFICIENCY CONTEST

### APRIL 12TH, 1913

The following is a list of the salesmen who stood 90 per cent. or better, at the end of the twelfth day of the contest, according to business on our books. It is of course understood, the mail from several districts has been delayed on account of high waters, and it must also be remembered that mail from outlying districts require several days to reach us, so it is a little soon for our books to show the big results we expect. However, the salesmen mentioned below have secured to date mentioned the standing shown opposite their names and we congratulate them:

Per Cent.	Name.	Office.	Per Cent.	Name.	Office.
100.	W. G. Chandler .....	Atlanta	96.	R. H. Nelson .....	St. Louis
100.	L. Paek .....	Atlanta	95.	J. M. Jordan .....	Harrisburg
100.	G. A. Smith .....	Harrisburg	94.66	E. J. Lovaas .....	Minneapolis
99.6	J. C. Ward .....	Minneapolis	93.95	R. F. Rich .....	San Francisco
99.	J. F. Bowlby .....	Dallas	92.	J. A. Baird .....	St. Louis
98.93	G. W. Haffner .....	Harrisburg	92.	A. B. Fasig .....	St. Louis
98.4	J. G. Sterling .....	Minneapolis	90.69	H. H. Labbitt .....	Minneapolis
98.2	J. B. Marshall .....	Fort Wayne	90.47	J. G. Moore .....	Chicago

In this contest any number of men can be 100 per cent. or 90 per cent. It isn't so much a contest with the other fellow, it is primarily a contest with yourself; a contest with yourself to overcome your own weaknesses.

Manager Murray wrote a splendid letter to his salesman on this and, we are taking the liberty of quoting the following from it:

You, as salesmen, will learn at what point your work needs strengthening. If you are inclined to sell second or third grade outfits, as they are classified in Feature No. 1, "Class of Outfits," you will fix your mind on first grade goods, on 100% EFFICIENCY in this Feature. When you have your mind firmly fixed on Cut 41, Cut 15, Cut 115, etc., you will not sell Cut 242, Cut 10, Cut 111, nor drop down in class No. 3, by selling Cut 125, etc.

On Feature No. 2, "Price," you find you are working at 85 or 90% EFFICIENCY, you will realize that you are obtaining only 85 or 90% of the results that should be obtained from your efforts and will aim at 100% **and make good.**

On Feature No. 3, "Terms," if you have unconsciously been following the line of least resistance, writing the majority of your business 10% cash, the balance in notes on the monthly payment plan, you will realize that this method of doing business is only 50% or 60% EFFICIENT and that the point to be aimed at is **100%, or full cash with every order.**

This is not an easy thing to do. Life itself is not an easy proposition, but one continual struggle. It is not easy to sell Bowser Goods on any terms. Successful Bowser men are strong men, not looking for a snap, but putting snap into their work and overcoming obstacles.

When you firmly set your mind on attaining 100% EFFICIENCY on terms, you will be on the way to 100% in Feature No. 4, "C. W. O."

The Declaration of Independence states that "all men are created free and equal." For the present purpose, we will reverse the order of these qualifications and say, "equal and free." You all have an equal opportunity. You all are free to decide the use you will make of this opportunity. You may not all be exactly equal in ability, but that matter is almost entirely in your own hands. If in your freedom to choose, you choose to apply yourself absolutely to the attainment of 100% EFFICIENCY along all of the Features of this contest, the results will be nearly equal to you all. Where one may perhaps make a stronger showing temporarily, yet in the grand result; that is, Self-Improvement, the results will be equal.

During the coming sixteen weeks, I ask you my friend, and as I write this, I am mentally looking you square in the eye, to devote your time, your thought and your energy exclusively to this one ideal, Self-Improvement, or 100 per cent. EFFICIENCY.





### EXCERPT FROM BOOKLET ENTITLED "WORKING THE FARM"

—Written by A. Z. P. '08.

A gentleman from the East, traveling through Southern California was very much interested in the orange groves. While walking among these groves with a friend, enjoying this beautiful country, they were greatly impressed with an exceptionally beautiful and well-kept grove. Seeing a man in the grove, they hailed him,

when they found he was the owner, and engaged him in conversation. On inquiring how it was he had an exceptionally fine grove, he said he used the most up-to-date methods known for working his grove; that he worked it in a scientific manner, tilling, fertilizing and irrigating at proper time.

### WORKED IT SCIENTIFICALLY—THAT MEANS WITH EFFICIENCY.

Now, you may not be aware of it, but it is a fact, nevertheless, that every salesman working for S. F. Bowser & Co. is working a farm, or, rather, a part of a very large farm—the farm of S. F. Bowser & Co. It is not located in any one township, any one county, any one state, or in any one country, but it is as wide and as long as the bounds of modern civilization.

The crop raised on this great farm is orders for Self-Measuring Oil Tanks and Pumps, one of the finest crops that is grown in the world. As is the case with the farmer, if the farm is well worked the crop is sure to be good. The more thought, the more care, the more attention and more work placed upon the farm, the better will be the crop.

So, during this coming year, see to it well that in working this great farm you do your part in the best possible manner, that the best

crop may be secured. Know every part of the farm before you take any action, then act quickly. Do your level best that the crop may be "A-1" in every respect.

By a little harder work, a little more care, a little more system and a little more intelligence, the crop during the year will be the greatest ever grown upon the farm, and I wish for each and every one of you the most bountiful crop ever grown on your part of it.

# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY

S. F. BOWSER & CO., Inc., FORT WAYNE, IND.

Edited by C. H. DAVIES

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS EMPLOYEES

APRIL 24, 1913

## SPRING HAS "CAME."

We are right in the lap of spring, the season of the year the poets never fail to sing about. Speaking of the lap of spring, Little says, spring must have worn a rubber apron this year and a large part of his territory got a soaking. Hastings says he didn't find spring as "gentle" this year as it usually is. However, whatever disturbances it causes, everyone agrees that we must have it.

It is not only moving companies and marriage license bureaus that do their biggest business in spring. Bowser Salesmen always find it one of the most productive business seasons of the year. Are you getting yours?

◎ ◎ ◎

The suppression of noises in Max Heintz' territory this year is very difficult, where any sort of a noise may aid towards the Pacemakers Club, principally a noise like an order. Max just put one over for forty points.

◎ ◎ ◎

## BOWSER GOODS — SALES EFFICIENCY = PACEMAKERS.

To be a Pacemaker is an ambition we all cherish. To be an efficiency Pacemaker is to be a Pacemaker Plus.

◎ ◎ ◎

W. L. Bates, a new recruit in the Fort Wayne Sales Department, is hitting the ball right regularly. Mr. Bates covers territory in Ohio.

◎ ◎ ◎

Developing one's efficiency is a good occupation with no shut-down on account of over-production.

◎ ◎ ◎

Did you ever see a man too efficient?

We had the pleasure of entertaining Prize-winning Bob Johnson and his better three-quarters last Sunday in all our mud from the flood.

Bob and his wife have been touring the south for the past four months and they dropped in on us from Rosebush Junction on their way home.

Bob bought a couple of sections of land in Mississippi while down there for a winter home. And believe me, Mrs. Johnson knows a thing or two when it comes to soils, crops and cattle in buying farms.

◎ ◎ ◎

We occasionally hear of a salesman getting cold feet on a prospect but the worst case of "cold feet" we ever heard was the man at Medicine Hat who had his feet frozen on his way to get married.

◎ ◎ ◎

We recently read the following news heading: "Tin gasoline tank explodes. Three lowered in their graves."

Deplorable fact, indeed, but on the other hand think how many people exploding gasoline tanks have elevated.

## NO, NOT MARRIED!

We just learned that B. N. D. Milliron was marooned at Cincinnati, during the flood with Messrs. Little and Mann. The way we happened to learn it was through a question asked as to whether he was married.

During the flood he wired his brother E. L. at Pittsburgh, stating: "Little, Mann and he were marooned at Cincinnati." It seems as though the telegraph operator bungled the message and when it got to Pittsburgh, it read:

"Little Mamie and I are marooned at Cincinnati."

Now everybody wants to know.

◎ ◎ ◎

Suppose the world does owe you a living—how much are you collecting on the dollar?

If you are efficient, 100%, of course.

◎ ◎ ◎

H. J. Jeavons of Toronto, gave us another example of his ability to "come back" when he turned in two orders for the ——— Lumber Company. He has sold them fifty-eight Bowser outfits altogether. After he equipped one of their Mills he kept after them until he had sold them all, although he was actually told to stay away from the premises.

This is not only a good sample of Jeavons' stick-to-it-iveness but also shows the possibilities for Bowser Business in the Mill trade.



**NICE AVERAGE**

Our Special Salesman J. E. Hompsner is a good old war-horse; they seldom get away from him. He just came in from a trip in Michigan where he closed fourteen orders in twelve days. That makes a very nice average; don't you think?

**HIT HIS STRIDE FIRST DAY.**

Mr. V. S. Nevius who has just graduated from the Bowser school, but has long been a post-graduate in salesmanship, sailed forth on his maiden trip with the Bowser grip this week. The first town he struck was Flood-town, Peru, Ind. Get his feet wet? Why, he rowed right in and sailed right out with a nice little order for a Red Sentry. Some commodore, this boy. —Watch him.

**BIRDS OF A FEATHER.**

Mr. G. H. Schnable, one of our handsome young salesmen who travels in Wisconsin, is doing a handsome business. The result of his work on the 14th, 15th and 16th amounted to fifty points. One store order in the bunch was for two Cut 41's. Nice clean work, Schnable.

**HE WILL BE GOING TO CARLS BADE, GERMANY, NEXT.**

Our old flame J. D. Gumpfer who traveled in Indiana for the Company for the past fifteen or twenty years until last fall when he went to Florida for the winter, has shown up again at the Fort Wayne Office. Jake done nearly \$10,000.00 worth of business in about sixty days in Florida last fall and we believe he has caught the resort fever. He is now going to Petosky for the summer to sell Bowser outfits in between smokes.

◎ ◎ ◎

R. O. Snyder who has been traveling under the Atlanta Office for the past two years, but who has been covering Indianapolis under Fort Wayne for the last four months has taken a position in the general offices of the company. Ray says he would like to play W. G. Chandler or Geo. Reuben a game of billiards the next time they come in. Straight rail .14 line; .18 line or anything they choose.

◎ ◎ ◎

While Snyder is trimming his two friends, the Editor would be pleased to do likewise in a little Pool joust with J. W. Runyan and C. M. Carpenter. Make it call, rotation or anything you like gentlemen, because it will be on you.

**MURRAY'S MINNEAPOLISTS MULTIPLYING.**

Manager Murray just sent us the following dispatch:

Our Mr. Ed. J. Lovaas has lately obtained the services of an assistant salesman by the name of Robert Louis Lovaas. This junior salesman arrived in the Lovaas home on April 7th. While he is rather new to the business and might be considered a lightweight, weighing only eight pounds, yet he is said to have a 40-H. P. pair of lungs and is beginning to take active management of Ed's. business already.

We congratulate Mr. and Mrs. Lovaas and hope R. L. will perpetuate his father's reputation as a Bowser salesman.

◎ ◎ ◎

What a lot of talk there is nowadays about large families. If we all did what Col. Roosevelt wants us to do we'd have a sign in this dear old world of ours, "Standing Room Only."

◎ ◎ ◎

How many Cut 241's have you sold this year?

**A MERGER BUT NOT IN RESTRAINT OF TRADE.**

A general letter to the Minneapolis and Chicago salesmen dated April 17, advises us that the Chicago and Minneapolis Offices will be consolidated; effective May 1st.

The new district will be known as the Chicago District with Mr. L. P. Murray in charge. He will be assisted by Mr. A. D. Carriger who has so ably taken care of the Chicago interests for the past five months and also by T. D. Kingsley who has been assisting Mr. Murray in Minneapolis.

A sales office will be maintained at the old Minneapolis headquarters for the convenience of the city salesmen in St. Paul and Minneapolis only. All others will report direct to the new address of the Chicago headquarters which is 1514 Michigan Avenue.

The quota records of the former Minneapolis and Chicago Districts will be continued separately as heretofore, thus permitting each district to continue in the race for the cup, and in the election of directors.

The Chicago salesmen need no introduction to Mr. Murray as they all know him. Their closer acquaintance with him we know will bring with it a friendship most pleasant and profitable. Here's success to all concerned.



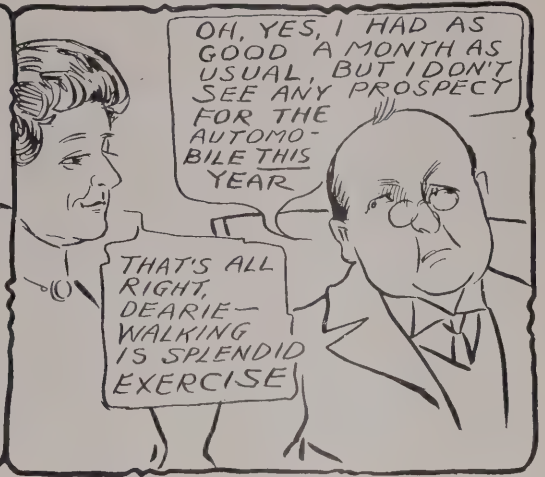
The in-the-rut salesman getting

**T**HERE is not much difference between being in the rut and being dead long before what every salesman needs. No success without ambition and grit. Success is a matter of enthusiasm. Work your work with enthusiasm. Work

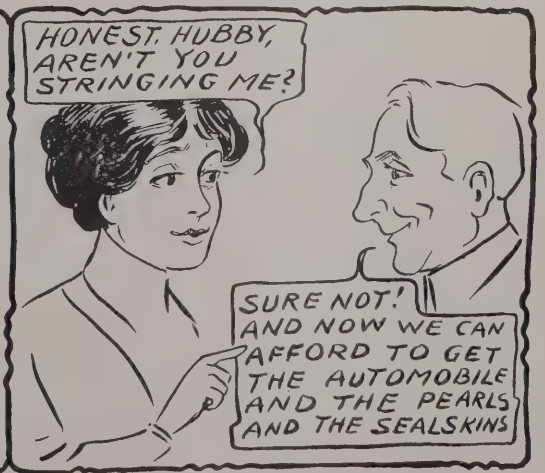
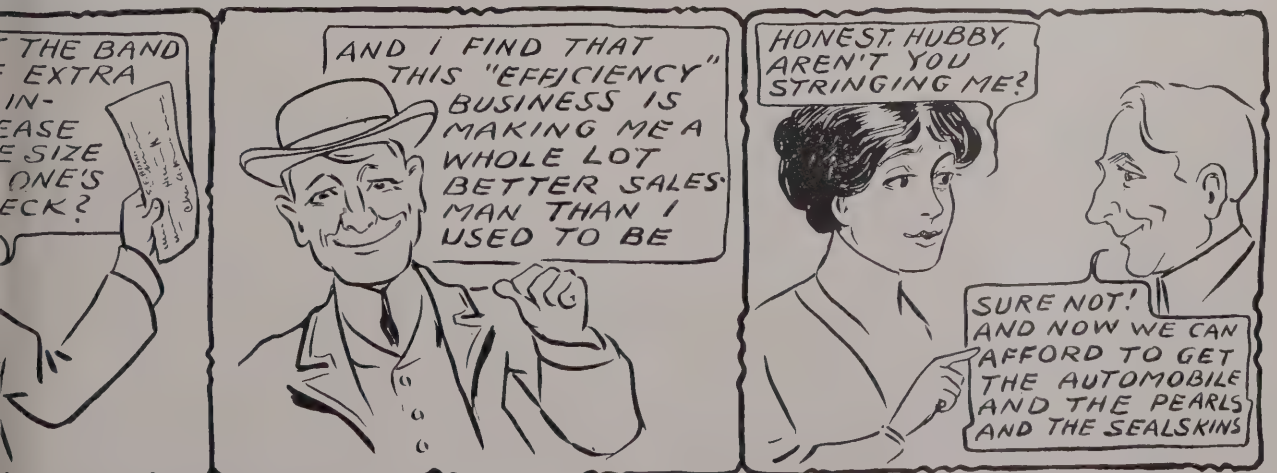


The live-wire salesman getting





en a rut and a grave, figuratively speak-  
 they are buried. **COURAGE!** That's  
 ss can be withheld from the salesman  
 of red corpuscles in the blood. Go into  
 d and you'll win.



**OFFICE STANDING.****April 12, 1913—Fourteenth Week.****SAN FRANCISCO**  
\_\_\_\_\_**MINNEAPOLIS**  
\_\_\_\_\_**DALLAS**  
\_\_\_\_\_**TORONTO**  
\_\_\_\_\_**ST. LOUIS**  
\_\_\_\_\_**FORT WAYNE**  
\_\_\_\_\_**ATLANTA**  
\_\_\_\_\_**CHICAGO**  
\_\_\_\_\_**DENVER**  
\_\_\_\_\_**HARRISBURG**  
\_\_\_\_\_**ALBANY**  
\_\_\_\_\_**OH, YOU LOVING CUP!**

Like excitement? Come around one of these crisp mornings and place your sensitive ear to our editorial sanetum window. What will you hear? Why, the clamorings of the different branch offices for leadership in the Loving Cup race.

Altho San Francisco is still in the lead we believe Savercool has a pretty substantial hunch that he is being closely followed. If not E. M., just take it from us that you are. Minneapolis is only a few points behind. You never saw a "Kentuckian" or a "Texan" that was a vegetarian. Neither is Rodman; and that Dallas bunch of his is going to eat some of those top-notchers up blood-raw before the finish. Watch him.

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Toronto is only two and one-half per cent. behind Dallas and their past record speaks for itself as to what sort of a finish you can expect from them.

McConnell of Albany, is only one and one-half per cent. behind Hance. McConnell being Scotch we believe his language for the interpretation of his emotions and his intentions in the race too forceful for expression in the ordinary etymology sanctioned by Webster or his pastor so we believe there is "Nuff Sed" when we state he is only three per cent from third place.

Then there is Hastings of St. Louis, only one per cent. behind him, followed by Little of Fort Wayne, who is looking for some factory orders that will put him about third place next week and get his district the honor of supplying the

president for the Pacemakers Club besides; you can just imagine Brown of Atlanta, expostulating when he reads this. Picture it punctured by exclamation points, brickbats, cudgels and a big row of figures accompanied by several fist pounds on the desk by way of further emphasis. Brown himself has planned to get that Cup back and in fact has had considerable correspondence with his "Dixie Boys" about it all whom have pledged by the hilt of their led pencils to push the point. (You know they have lead).

Then comes Chicago, Denver and Harrisburg. Chicago has made wonderful gains in business this year over last year which is very refreshing to note—In fact we believe they are going to "Come Back."

Denver and Harrisburg really haven't struck their stride yet. The truth is, no prognosticator can tell with any degree of certainty at this time just who WILL WIN.

Everyone is watching them. How we wonder who WILL WIN.

◎ ◎ ◎

A. D. Wyckoff, Manager of the Pittsburgh Office, was in this week on a big order he has pending. We asked A. D. if his office was getting many orders lately and he said: "We are getting them so close together they are nearly twins and triplets."

◎ ◎ ◎

Mr. R. L. Matthews of the Dallas office, very evidently has considerable Convincingosity with his prospects the way he is getting business. It is a good bet that Uncle Bob will be one of the high-brows in the Pacemakers Club this year. Just watch him put it over.

**FEEDING PROFITS TO HORSES—NO MORE**

The motor truck is winning its way against prejudice, careless drivers, higher first costs and all that because they pay.

The great department stores, newspapers, express companies, wholesale houses and trucking companies are falling in line and solving their handling drayage and transportation problems with Motor Trucks.

This situation has brought into existence the commercial garage for the caring and repairing of these various firms trucks. Gentlemen, be on the look out for commercial garages in your territories and supply their needs for proper gasoline and lubricating oil storage. Every one of them means a nice order for you.

We have a sample of this class of business right before us. It is an order written by K. F. Hessenmueller of Pittsburgh, and amounts to twenty-four points. Boys, they certainly pay.



## VOLUME OF BUSINESS

## Standing of Forty High Men—April 16, 1913.

1—E. L. Milliron .....	Fort Wayne
2—M. C. Benham .....	Minneapolis
3—J. H. Armstrong .....	Fort Wayne
4—S. A. Collins .....	Albany
5—A. E. Moffat .....	Toronto
6—W. S. Johnson .....	San Francisco
7—F. H. Peeples .....	Harrisburg
8—R. L. Matthews .....	Dallas
9—G. W. Scott .....	Harrisburg
10—Lewis Smith .....	Albany
11—W. C. Smith .....	San Francisco
12—E. B. Bachman .....	Atlanta
13—T. C. Potts .....	Fort Wayne
14—F. L. Jones .....	Chicago
15—W. Y. Robertson .....	Toronto
16—E. F. Klotz .....	San Francisco
17—W. V. Crandall .....	San Francisco
18—A. L. Casey .....	St. Louis
19—J. G. Sterling .....	Minneapolis
20—E. J. Murphy .....	Toronto
21—M. C. Bramham .....	Minneapolis
22—R. H. Sherlock .....	Chicago
23—H. Beique .....	Toronto
24—A. E. Darling .....	Minneapolis
25—H. A. Leonard .....	Chicago
26—W. A. Lee .....	St. Louis
27—L. F. Loeffel .....	Atlanta
28—J. M. Davis .....	San Francisco
29—P. W. Lawther .....	Dallas
30—A. F. Todd .....	Atlanta
31—W. G. Magrane .....	Chicago
32—A. G. Hartgen .....	Harrisburg
33—E. C. Ettinger .....	Minneapolis
34—J. M. Tucker .....	Dallas
35—E. R. Bird .....	San Francisco
36—S. D. Stoddard .....	San Francisco
37—A. L. Byrd .....	Atlanta
38—F. W. Devereux .....	Albany
39—M. D. Richards .....	Harrisburg
40—H. D. Murdock .....	St. Louis

## IN CHICAGO.

If the weather doesn't suit you,  
Do not fretful grow;  
There may be a brand new climate,  
In a half and hour or so.



Even gold loses its lustre in the dark. Turn the light of "Reasons" on the Bowser for your prospects and make them SEE the advantages.



The taking on of a son-in-law doesn't seem to detract E. M. from hot-footing after that Loving Cup.



## HOW HE ACHIEVED.

We all can achieve. Not all of us in the same way, fortunately, but possibilities are limitless. Each one to his choice, and let each make his choice good.

The gentlemen we have caught by a graflex lense never would have dreamed of being an aviator. In fact, he sets his whole will against being anything of the kind.

The point is that this gentleman "stayed on the job." His tremendous achievement was in staying put.

Which means that the greatest achievement is in opposing the "line of least resistance." Is it not?

Perseverance built the pyramids and scaled the Alps, built railroads, found the North Pole and hung the American Flag on it. In fact it has done everything ever done that is worth while.

No matter where we look we read this lesson. You would think that illustrations for thousands of years back bearing testimony to the power of perseverance, that the universe would be filled with individuals, accomplishing their aims by its practice. But it is a human weakness not to persevere.

We all like to start things. We will begin anything you suggest. But don't ask us to finish it, "let George do it." We will work for three hours at anything but if a band plays down the street—Good Night! We hate to persevere.

This is the reason why orders are not taken on the shortest terms, equipments sold incomplete, orders improperly filled out and towns are only half worked.

Gentlemen, persevere in your work.

Persevere in your efforts to write 100 per cent. orders. Strive to make each day a 100% day and you will win.

## We expect the President of the Pacemakers' Club to be Elected within the next Thirty Days.

The following is a list of the Fifteen High Men April 19:

1—M. C. Benham .....	Minneapolis	9—W. V. Crandall .....	San Francisco
2—E. L. Milliron .....	Fort Wayne	10—J. G. Sterling .....	Minneapolis
3—R. L. Matthews .....	Dallas	11—H. Beique .....	Toronto
4—E. B. Bachman .....	Atlanta	12—W. Y. Robertson .....	Toronto
5—F. L. Jones .....	Chicago	13—Lewis Smith .....	Albany
6—A. L. Casey .....	St. Louis	14—T. C. Potts .....	Fort Wayne
7—F. H. Peeples .....	New York	15—W. A. Lee .....	St. Louis
8—A. E. Moffatt .....	Toronto		

Only a few more days of opportunity to win the Presidency for 1913. Every day Counts. Get after those prospects that have been holding off, close them now! Do everything in your power to get the business. One order now means more than a dozen to you after the office is gone. **HUSTLE!**

### INTERESTING CLIPPING FROM A GEORGIA PAPER.

#### Brazzell-Loeffel.

Miss May Brazzell and Mr. L. F. Loeffel were quietly married yesterday afternoon at the residence of Rev. J. M. Glenn, pastor of Grace church. Miss Brazzell formerly lived at Belleville, Ga., and Mr. Loeffel has lived in Savannah for some time. He represents a prominent manufacturing concern here.

L. F. Loeffel wasn't really stone-hearted, It was just that he hadn't got started; To us, Jack was a singular man,  
But cupid, the rogue, is discerning,  
So Jack and Miss Brazzell are now learning  
Blissful married life as fast as they can.

### ANOTHER MERGER.

We have just received the announcement of the marriage of Miss Jennie Savercool to Earle W. Sherburne which occurred April 15, in San Francisco. Mrs. Earle Sherburne is the daughter of Mr. E. M. Savercool, our Western Manager.

Mr. Sherburne has been with us for some time and does general sales work in the San Francisco District.

We rubbed elbows in our sanctum this week with a number of Bowser celebrities. Among whom were some of the brightest minds of the day. Elmer E. Cummings, Superintendent of the Toronto Factory, was here but was too busy to be interviewed.

W. R. Hance, the Manager of the Toronto District, was also here and predicted a brilliant year for Canada. In discussing his prospects for the Cup again this year, while taking dinner at the Club he mentioned Toronto was climbing right up. Instantly, "Bill" Mann, of Fort Wayne, said, "You haven't got a show." The result was Hance bet the dinners for the crowd that Toronto was Fourth or better right then. Hance won as Toronto was then fourth; so Bill paid the bill which included Messrs. Matlock and Zahrt. (This should be mentioned in the Sporting column.)

◎ ◎ ◎

R. S. Colwell, Manager of Harrisburg, was a caller at our sanctum this week. The moment he sat down he broke in with a string of talk as long as the Pennsylvania Lines, of how Harrisburg is going to take the cup. His high-grade audience didn't seem to perturb him a bit. Yes, Colwell expects Harrisburg to get the Cup.



**ALONE IT STANDS.**

H. C. Storr of the Engineering Sales Department gave us the very interesting information that a Bowser tank is to be installed at the North Pole. Note the following:

"The Crocker Land Arctic Expedition which sails from New York next July under the auspices of the American Museum of Natural History intends to set up a wireless station in Ellesmere Land in Lat. 79° North and Long. 78° West." The General Electric Co. will supply the gas generating set for the wireless and for the lighting of the house and the fuel supply and storage will be a Bowser outfit."

If you will note the Return Notice in the corner of our lithographed envelopes you will find we always did have a Bowser Tank perched right on top of the North Pole. However, when we get this new one installed, we will try and show you a real photograph of it.

• • •

The beauty about the efficiency contest is that you secure a certain amount of individual benefit every day you strive in the contest. In other words, "you don't have to die to beat the game" as Mr. Zahrt puts it, meaning, regardless of the outcome of the contest, the very exercise of the rules of success the contest demands, has benefited you individually, has helped just that much to make you a strong character, has tended toward making you a more powerful salesman. And the promotion and development of these certain faculties have added to your individual value and power which will assist you in every walk of life and remain with you as long as you live.

• • •

Opportunity is no something-for-nothing proposition. It demands a good price which must be paid with brains and hard work.

• • •

**MISSING THE HIGH THINGS.**

If you are more ambitious for an increased income than you are to do your work well, and make a success of the business in which you are employed, you have made a partial failure. For pride in one's work and joy in its doing, and earnestness in making it successful, are all a part of its reward, and all help to make up your success. To miss these higher things in an interest in lower, is to fail in part. Secure them and your income automatically increases

**OH, YOU C. W. O.!**

Merchant No. 1—"How is business, Mr. Campbell?"

Merchant No. 2—"Good! I am managing to pay my debts 95-cents on the dollar."

Merchant No. 1—"You don't mean to say that you have failed?"

Merchant No. 2—"Not exactly—In fact, far from it; I am taking advantage of all my cash discounts. A Bowser salesman taught me the trick, recently when I bought an outfit."

• • •

**ARE YOU A LIFTER OR A LEANER?**

Ella Wheeler Wilcox writes mighty fine verses, all of which generally covers a very important factor in our daily lives. An appreciable fact about her writings is that a large per cent. of them appears in newspapers which catches the eyes of busy men who count themselves too busy to read a book.

The following is a part of one of her recent effusions which we consider very pertinent to those in a large business organization:

• • •

**LIFTER AND LEANER.**

"There are two kinds of people on this earth to-day,

Just two kinds of people, no more, I say;  
Not the sinner and saint, for 'tis well understood,

The good are half bad and the bad are half good.

\* \* \* \* \*

No, the two kinds of people on earth I mean,

Are the people who LIFT and the people who lean.

Wherever you go you will find the world's masses,

Are always divided in just these two classes;  
And, oddly enough, you will find, too, I ween,

There is only one LIFTER to twenty who LEAN.

In which class are you? Are you easing the load

Of overtaxed LIFTERS who toil down the road?

Or are you a LEANER, who lets others bear  
Your portion of labor and worry and care?

—ELLA WHEELER WILCOX.

## SLOW TRAIN THRU ARKANSAS.

Hope, Ark., April 6, 1913.

Friend Davies:

The fellow who is always wanting better territory, always wanting to change, ought to trail the sticks of Arkansas a while, then no doubt he would better appreciate the territory he now works. Just come in from a week's drive with Mr. Lowe where one gets a touch of real life and rural roughness. Did not see any bear or deer, but did get four nice orders—one for ten points.

I just wrote Mr. Prince that twenty miles back from the click of the Court House clock was not bad when you can catch an interurban, but when you go through mud and water hub deep for a half-mile at a stretch and ride the rest of the way on pontoon bridges made of pine poles laid down side by side up hill and down hill roads that would jolt the light and liver out of a brass monkey. In a country where the natives burn pine knots for a light and seldom use much oil and where many of the houses are a one-room house 9x12 with a big mud chimney about as big as the house on one end with a big pine pole or log leaning up against the chimney to keep it from falling down and many of these houses without a single window (too poor to buy glass) when they have to keep the door open winter and summer to let the light in, where people grow flat-web feet like a duck to keep from bogging down, etc. Then I am sure after working such territory these fellows would better appreciate the territory they now have and feel like the fellows who goes fishing when they get back—"Home is the best place after all." Arkansas is progressing they tell us, (and it is) but what must it have been before they commenced to progress.

I have read Harold Bell Wright's description of the Ozarks, drove the rice fields of Prairie county, watched them fish for pearl in White river, drove through pine forests, when you hear the murmur of the whistling pine, heard the sound of the woodman's axe, listened as we drove along, to the song of the Mocking Bird, watched the Scissor Tail and Red Bird as they whistle, chatter and chirp, flittering hither, thither from the vine of the honeysuckle to the hawthorne and flowery dogwood, all of which is lovely and getting back to nature, but after making such a trip, it is perfectly natural to add, **Its Primitive Paradise**, of all the states Arkansas has always been a joke; many a joke has been told on the natives but here is one more and Mr. Lowe will bear me out as to the truthfulness of it.

One of our pumps for handling gasoline happened to be installed out in front of a store in Mr. Lowe's territory and the natives call inside of the store and ask: "Whar' is the tin? Want a drink!"

"Time, Place and the Salesman," with the Bowser line means success. It is always the time; everywhere is the place; but it's up to you as to whether you are the salesman.

I always make it a point to tell my prospect when about ready to press him for a decision, "This is the System that is always **READY** and always **RIGHT**." It applies to the salesman this way, so far as Bowser Equipment and business is concerned. Conditions are right; it is up to you to get **READY**, to go after the business if it is in a dismal swamp, or on desert plains.

The man who has a palacial mansion fair,

Or a big, brown, stone front store, up there;  
Or a little store, so very small,

It looks more like a hole in the wall.  
If they handle any oil at all,

Means an order to a **SALESMAN**.

W. D. ALLEMAN.

◎ ◎ ◎

Nothing great was ever achieved without effort.

◎ ◎ ◎

## THE HAPPY HUNTING GROUND.

In the buckwheat field, you'll find the quail;  
In the dark, quiet pools, you'll find the trout;  
In the deep, quiet glades you'll find the deer;  
In the shallow waters of the Banks you'll find the cod.

In the thousands of oil and gasoline users in your territory, you will find enough prospects for Bowser Goods to keep you and yours in clover from now until the end of things—**IF YOU WORK NOW**.

◎ ◎ ◎

## 'STRAORDINARY, CASE, THIS.

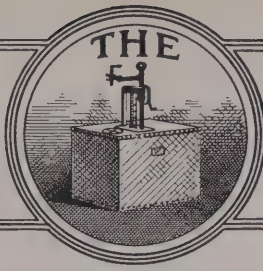
We received a news clipping from C. R. Egglestone at Albany, to-day written by some bug in New York State who outside of his bugginess is evidently a person of some consequence as he glibly discusses the durability of riveted tanks over the welded product.

No doubt he has tested them out during the past 2000 years on a little planet of his own. Of course his talk is muddy; but this is because in diving for pearls of reason, he stirs up the very bottoms of the thought sea. How much more intelligent and pleasing than the obscurity from the cloud of inky fluid ejected by cuttlefish reasoners in their anxiety to escape from recognized facts and the Bowser Product.

Going some, Eh, Eggy?



BOWSER



BOOMER

Vol. VIII

May 8th, 1913

No. 9

## M. C. Benham is President



M. C. Benham of Minneapolis Elected President of Pacemakers' Club,  
for the year 1913, April 19, 1913



**M. C. BENHAM**  
President of the Pacemakers Club, 1913.  
Minneapolis District.

In a speedy and consistent race, M. C. Benham, of the Minneapolis office, has been the first salesman this year to secure 500 points of business which entitles him to the Presidency of the Club. Mr. Benham secured the office, April 19th, with 519 points of business to his credit.

Mr. Benham always manages to take some of the prize money but for the past four years he has been notably successful in finishing in the front ranks, all of which proves that he is a consistent worker; that it isn't a matter of luck and that he can "come back."

His success this year however, is notably conspicuous and we congratulate him on securing the highest honor the club can confer.

You know Benham's work reminds us a great deal of Ty Cobb. Ty seldom fails to get a hit. He knows how and he works for them, watches his opportunities and then smashes the ball.

In selling goods as in every other line of human activity, nine-tenths of the prescription for success consists of plain every-day hard work.

Some men seem unable to absorb this simple truth; they forget that the current runs out of the harbor, not into it. If a salesman wants to get his boat into it, he must settle down to a good long, hard pull.

No amount of ability will free you from the necessity for hard work. When Cornelius Vanderbilt was asked the secret of success, he said: "There's no secret to it; it's just dig, dig, dig."

# Who will be the Vice-President?

Officers and Directors of the Pace-makers' Club, tentatively installed and based on Present standings;

Except Benham who has just secured the Presidency  
April 1, 1912

M. C. BENHAM	Minneapolis	-	-	President
F. L. JONES	Chicago	-	-	Vice President
R. L. MATTHEWS	Dallas	-	-	Secretary
E. B. BACHMAN	Atlanta	-	-	Treasurer

## DIRECTORS

F. H. PEEPLES-	-	-	-	Harrisburg
W. Y. ROBERTSON	-	-	-	Toronto
A. L. CASEY-	-	-	-	St. Louis
W. V. CRANDALL	-	-	-	San Francisco
J. G. STERLING	-	-	-	Minneapolis
L. F. LOEFFEL	-	-	-	Atlanta
E. L. MILLIRON	-	-	-	Fort Wayne
J. M. TUCKER	-	-	-	Dallas
LEWIS SMITH	-	-	-	Albany
J. VANDEREMBSE	-	-	-	Denver

Time is often said to be money, but it is more—it is life; and yet many who would cling desperately to life think nothing of wasting time. Not that life should be a drudgery—far from it. Time spent in innocent and rational enjoyments is well and wisely spent. When you are out for work—work, and when you are out for play—play; but don't waste time while you are doing either.

"Are you in earnest?—Seize this very minute, What you can do, or think you can begin it."  
—Fauste.

◎ ◎ ◎

Guy Wolford came in last week with his new spring suit on and asked us if it was a perfect fit. "Fit? Why, it's a perfect convulsion." No, Guy looks quite neat in it; in fact it brings out his youthful lines splendidly.

◎ ◎ ◎

Most men drift along on the raft of indifference, using no individual effort to change its course—lack of mental activity—the cause of most failures.

◎ ◎ ◎

When a man's valves open only one way, look out for him—he must fail. The successful man has them on the swing.



## Office Standing, May 3, 17th Week

SAN FRANCISCO

MINNEAPOLIS

ALBANY

TORONTO

DALLAS

FORT WAYNE

ST. LOUIS

ATLANTA

CHICAGO

DENVER

HARRISBURG

San Francisco still leads but Minneapolis and Albany are gaining on them very rapidly.

Dallas is going after Toronto at a pretty swift gait and is only 4 per cent behind them.

Little, of Fort Wayne, is only 5 per cent. behind Dallas, followed by Hastings, of St. Louis, one one-half per cent. behind.

Then comes Atlanta with Chicago only 3 per cent. behind, followed by Denver and Harrisburg. When Colwell gets his organization perfected and his guns arrayed look out—there's going to be something doing.

◎ ◎ ◎

The tenth assistant editor of the Boomer informed ourselves the other day as an item of News, that he knew a girl who kneads bread with her gloves on. We remarked, "That's nothing—we knead (need) bread with our gloves on and our gloves off. In fact if we don't get a few more thousands of paid subscribers pretty soon, or a raise in revenue some other way quickly, we'll need bread without a blessed thing on."

◎ ◎ ◎

Oh would some magic power,  
Of witches or of elves,  
Make us look to others,  
The way we see ourselves.

◎ ◎ ◎

Bowser Salesman—"Suppose you should be taken away suddenly by the explosion of your old tin Gasolene tank; what would become of your wife and family?"

Irreverent Procrastinator—"They'd stay here—the question is, what would become of me?"

◎ ◎ ◎

Success comes by inches and not by leaps and bounds. Steady daily orders of medium-size beats spasmodic whoppers.

## ANOTHER AUTO BUG

Our distinguished ambassador at Washington, D. C., Mr. S. F. Taylor, who handles our government work so diplomatically, was a welcome visitor last week.

Mr. Taylor told us he had sold his blooded horses and had recently bought an automobile. Knowing what a lover of horses Mr. Taylor is, and also realizing that he is an equestrian artist and a recognized authority on horses in the East, we were curious to know what induced him to purchase a car.

Upon putting the question to him this is what he told us:

"I hated to sell my horses but I had to. The climax came one day most unexpectedly and in a most shocking manner;; I hitched Ephlubius up to a two-seated surry one afternoon to take my mother-in-law for a drive.

"Eph was feeling as good as usual; not that he made a practice of piling up the widowed and fatherless faster or hit more high spots than any other gentleman-speeded, but he was quite mettlesome.

"We were hitting up a pretty good gait when when suddenly an auto buzzed around a corner—It surprised Eph and he began to run. In crossing the street we hit the car tracks on the slant and tipped us a little but we kept on going and I finally had to see-saw on the line to save my life. After I had quieted Eph down to a normal gait I thought it about time to receive a few words of approbation and commendation from mother-in-law on my skillful driving. I turned around towards the back seat to mention it myself, if no one else appreciated it, when lo! and behold—the back seat was empty. Where was mother-in-law? I quickly turned the horse around and went back almost as fast as I came. When I reached the street where I hit the car tracks I saw a bundle of humanity on the sidewalk with a crowd around it—It was mother-in-law.

"She was thrown out when we hit the tracks and had driven ten squares before I missed her.

"She had with her at the time an \$80.00 hand-painted punch bowl which she wanted to be particularly careful with. There wasn't a nickel's worth of it left. Mother-in-law was badly bruised and cut but happily the injuries were not serious.

"Of course the only way I could square myself was to sell the horse, which I did forthwith. The lack of a good horse was considerably felt by the household so to further square myself and re-establish myself in good graces I bought an auto."

We hope that upon reading this, Mr. Taylor's friends will stop kiddin' him about trying to kill his mother-in-law.

# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY

S. F. BOWSER & CO., Inc., FORT WAYNE, IND.

Edited by C. H. DAVIES

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS EMPLOYEES

MAY 8, 1913

Has wife demanded that you make spring garden, yet?

• • •

A man can grow forests both deep and wide,  
Luxurious birches and pines;  
He can grow oak trees with the greatest of ease,  
And acres of shrubs and vines.  
He can grow choice fruits on the top most boughs,  
On which the nations are fed;  
But he can't grow a thatch on the little bald patch,  
On the top of his well-tilled head.

No reflections on Little, Connolly, Sherlock, O'Neil, Scott, D. Ward, Lewis Smith and other high fore-headed brothers.

• • •

E. L. Milliron has reached the pinnacle of success for the present, in the list of forty high men and we get it from good authority that he is the man that will sell the most goods in 1913. He has a splendid chance for the Vice Presidency and if he couples that with "first in the forty high" he will certainly be going some. Watch him.

• • •

They say that "opportunity knocks once at every man's door." It is playing a tat-too on R. L. Mathews' door for the Vice-Presidency and we are just wondering if Uncle Bob is going to the door and let her in. The way he has been taking orders in, would lead one to believe so.

• • •

There are more wrong ways than right ways to do any job. But there are right ways enough to give even the fellow who insists on variety, a chance for an occasional O. K. on his effort—if he thinks.—Ambassador.

• • •

They have been making some alterations in the Office building for the past two weeks and during the operations the editor's desk was moved to within fifteen feet of the outside door. S. F. came along the next morning and said: "Well, it looks like one more move and we will

have you where you belong." Believe us, we saw to it the very next morning that two inside walls were between us and that outside door.

• • •

We had the pleasure of a visit from Railway Representative F. T. Hyndman this week. Mr. Hyndman has been doing a splendid business this year and has just added two new railway systems to his list of patrons—Good work F. T.

• • •

R. E. Hawkins, of Cleveland, is going to get his 500 Points early this year. April's business will give him a nice boost.

• • •

N. A. Ring did enough business to net him 250 Points in April, if it had all been store trade. Nate certainly rolled 'em in.

• • •

S. A. Collins, of Albany, has been receiving our favorable attention for some time. Splendid work in April, Sylvester—Keep it up.

• • •

R. C. Chatham, of Dallas, has a hope surging within him that Dallas will lead. If he keeps helping like he did in April there's a chance.

• • •

Above all, please don't worry about E. B. Gustorff, of Chicago. He'll make the Club alright.

• • •

R. Coddington, of Denver, never seems to get around too late for an order—We'll bet he is going to beat his last year's record by several hundred dollars. How about it, R. C.?

• • •

R. G. Fisher is one of the modest salesmen who goes out wooing business under the Denver Office—and he gets it. That's the delightfully interesting part of it.

• • •

We don't recall having personally met J. A. Meyers, of St. Louis, but we would like to. We would like to shake hands with the boy that sent in the business he did last month.

• • •

No wonder Minneapolis is pushing up to the top as such heavyweights as Bramham, Duncan, Jas. Ward and that bunch bucking the line. They all did a dandy April "Biz."

• • •

J. F. Arnold, of San Francisco, was evidently in a very actively receptive state for business during April—He certainly rolled 'em in.

• • •

We bet Ed. Klotz has walked a rut in some of the best sidewalks of San Francisco and no doubt is considered a land-mark of the city by the most prominent people—but believe us they don't get by him if there is any chance for an order. He did a nice business in April.





R. F. RICH, Salesman  
San Francisco District.

The above is a picture of Mr. R. F. Rich in his new Buick car. Mr. Rich is a hustler for business and came to the conclusion that he couldn't get around quick enough without the use of an auto, so he bought a dandy little 1913 Buick Roadster. Referring to his name, we think he certainly looks the part. We are looking forward to the pleasure announcing him a Pacemaker soon.

◎ ◎ ◎

R. H. Sherlock got a nice little 33 point private garage order the last week in April. Oh, he's a great little detective in uncovering them.

◎ ◎ ◎

The discerning eyes of H. Dalgard, Harrisburg, has been very busy selecting those he is sure would make worthy users of the Bowser Products. He did a nice business in April.

◎ ◎ ◎

When Clarence Carpenter gets through making a demonstration, invariably the first question the Prospect asks him is, "How big a tank would you advise, Mr. Carpenter?"

We can't give you the exact words of Carpenter's general reply, but in substance it is something like this:

"That all depends on how many tons of oil and gasoline customers your store floor will bear at one time." Then after jumping on the floor, C. M. continues, "I would say about a five-barrel tank, but if you have fresh supports put in and call out the reserves to hold back the crowds, after the outfit is installed I think you could safely risk a 10-bbl. equipment.

C. M. could get the governorship of Vermont if he went after it.

A. G. Hartgen, the Director to the Pacemakers Club, from Philadelphia last year, has been keeping up his Pacemakers stride. He travels under Harrisburg this year.

◎ ◎ ◎

F. H. Peeples, of Harrisburg, has not been to the Factory for about two years. Last year he came within a couple of hundred dollars of being a Pacemaker. The way he is going after business this year leads us to believe he is going to be here with bells on—we hope he is, because we all want to see him again.

◎ ◎ ◎

The following poem came trickling down to us during the flood; while it has the initials affixed to it we don't know who the honorable gentleman is:

There are men in the world who are never turned down,

Wherever they chance to stray;

They get the glad-hand in the populous towns,  
And out where the farmers make hay.

We are greeted with pleasure on Deserts of Sand,

And out on the Isles of the Woods;

Wherever we go there's the welcoming hand,

For we're the men who sell the Bowser goods.

The failures of life sit around and complain:

The Gods haven't treated them right;

They've lost their umbrellas whenever it rains,  
And they haven't their lanterns at night.

Men tire of failures who fill with their sighs,

The air of their own neighborhoods;

Then there are men who are greeted with love-lighted eyes,

For we're the men that sell systems that filters the goods.

One fellow is lazy and watches the clock,

And waits for the whistle to blow;

One has a hammer with which he will knock,

And one tells the story of woe;

And one is requested to travel for miles,

And one will judge prospects by roads;

But one does his stunt "with a whistle and smile,"

For we're the men that sell Bowser's pumps.

One man is afraid he will labor too hard,

But Bowser is not yearning for such;

And one is ever alert; on his guard;

Lest he puts in a minute too much;

And one has the grunts or a temper tha't bad,

And one is a creature of moods;

So it is gold for the joyous, rollicking lad,

For we're the men that sell Bowser's goods.

A. J. A.

"Half a Million for May"

# "Half A MILL

As May dawns, our shops are humming with business harvested in April. The largest Company. You are all proud of this record sets pace for the year.

Splendid! Fine! but we are out to beat it this month. Inspiration of April's record fires us with even bigger ambition.

Let us keep up the pace—Keep on the jump—Keep

We are in the race for the biggest record in our history. INDIVIDUAL RECORD to win. We are all more or less determined when anyone for any reason suffers.

It is therefore a matter of co-operation. Co-operate with your family to do his part in a generous open-hearted manner.

Now boys get out and roll up a bunch of business. Make it possible to tell Mr. Bechtel that he didn't put you down. If you HUSTLE YOU CAN DO IT.

# Remember "A Ha



# ION For May"

g with activities on the bumper crop of month's business in the history of the l, and so are we at the home office. It

with a slogan of "Half-a-Million for May." The in- tions for May.

going.

ory. It means that every one must make an INDI- ter-dependent upon one another and we all suffer

n which calls for each member of the great Bowser

between now and the 31st, that will stagger us all. le enough lines on those vest-pocket cards he sent to

# Million for May"



Our officials seem to have fallen off the stay-at-home wagon this year. They have been making rather continual visitations upon the different offices and elsewhere. General Manager Polhamus is in California. S. B. Bechtel has jumped east and back again in the last few weeks. W. G. Zart is now in Wisconsin and D. A. Corey leaves this week for the east, and last but not least our congenial treasurer has hied himself to Europe. No we did not say he went to Europe to hide. (No occasion because we counted the money before he left). He is going to hob-nob with Royalty. S. F. told King George about him when he was over there and George got curious to see him. We don't know whether it is curiosity or whether George wants him to help solve the Suffragist question. (We could recommend Dunk for that)

We sent a committee to New York, consisting of Messrs. Dobson, H. C. Carpenter and R. G. Schulze to see that Dunk got on the boat all right because we didn't want him to get lost, you know the ocean is generally pretty badly rain-soaked in the spring of the year. Treasurers are pretty handy things to have around and we don't want to lose ours.

The committee decided to feed Mr. Dunkelberg before putting him on the boat (at his expense) so they led him to a very attractive cafe. The doctor advised that Mr. Dunkelberg should eat no meat before sailing. Being a student of Isaac Walton this did not bother him as he has caught more fish than there are steers in Texas. So he ordered a nice Brook trout. C. A. evidently forgot that the home of Brook trout, where he and Armstrong and Potts and Bechtel hook 'em one a minute, is several miles' ride from Broadway. By the time it took to get it for him, it was at least "Forty-five Minutes from Broadway." It came at last, arriving on a large French silver platter—but the trout—about the size of a small banana (undersized). And when he got the bill, price \$7.90; I guess they knew he was treasurer of something—maybe the mint. Even that would not have been so bad had not Dunk depleted his usual emergency roll to \$15.00, which had to last him

until he got on the boat. He wanted the committee to pay it. That bunch? Nix for them. They left the table before C. A. was thru, and of course he had to pay it. We think that committee should be ostracized from polite society; don't you, Dunk?

• • •

### STANDING OF THE FORTY HIGH MEN.

Including April 30, 1913

1—E. L. Milliron .....	Fort Wayne
2—M. C. Benham .....	Minneapolis
3—J. H. Armstrong .....	Fort Wayne
4—A. E. Moffatt .....	Toronto
5—W. S. Johnson .....	San Francisco
6—R. L. Matthews .....	Dalls
7—G. W. Scott .....	Harrisburg
8—S. A. Collins .....	Albany
9—W. V. Crandall .....	San Francisco
10—F. H. Peeples .....	Harrisburg
11—F. H. Richardson .....	Albany
12—E. J. Murphy .....	Toronto
13—H. Beique .....	Toronto
14—Lewis Smith .....	Albany
15—E. F. Klotz .....	San Francisco
16—W. C. Smith .....	San Francisco
17—T. C. Potts .....	Fort Wayne
18—A. E. Darling .....	Minneapolis
19—N. A. Ring .....	Albany
20—J. R. Sibley .....	Albany
21—E. B. Bachman .....	Atlanta
22—A. L. Casey .....	St. Louis
23—M. C. Bramham .....	Minneapolis
24—J. G. Sterling .....	Minneapolis
25—R. J. Coddington .....	San Francisco
26—S. D. Stoddard .....	San Francisco
27—F. E. Walters .....	San Francisco
28—Jas. Ward .....	Minneapolis
29—H. J. Jeavons .....	Toronto
30—F. L. Jones .....	Chicago
31—A. G. Hartgen .....	Harrisburg
32—W. Y. Robertson .....	Toronto
33—R. H. Sherlock .....	Chicago
34—H. A. Leonard .....	Chicago
35—E. C. Ettinger .....	Minneapolis
36—P. W. Lawther .....	Dallas
37—L. F. Loeffel .....	Atlanta
38—C. R. Eggleston .....	Albany
39—E. R. Bird .....	San Francisco
40—W. A. Lee .....	St. Louis





**A Corner of Our Statistical, Card and Circularizing Department.**

The above is a view of a corner in the room known as the Card Department. The work is in charge of Mr. F. M. King whom most of the salesmen know personally. Mr. King is assisted by E. W. Lewis, Miss Ferne Kirchner and forty-eight clerks and stenographers. It is in this department where the salesmen's calling lists are compiled. The names are secured from the Dunns and Bradstreets Commercial agencies and each Merchant's name is filed on a 5x8 card. This card has on it all the information pertaining to the prospect that can be secured, such as rating outfits in use, capacity, when bought, etc. These cards are then filed by city, county and state, and it is from these cards that the calling lists are made.

Our readers can appreciate the work that all this entails and the expense that it consequently incurs. Who gets the benefits of all this information collected? The salesman. One of the constant aims of S. F. Bowser & Company is to aid and assist the salesman in every way possible. The firm has learned by actual experience that the most profitable method of working a territory is by calling list. It is for this reason that this immense card department was established and is maintained. It depends entirely upon the co-operation of the salesmen in making authentic and complete reports to make this department the value and the help to them, it should be.

At the same time the Company realizes the inconveniences of a salesman when traveling so these daily reports are made as concise and complete as possible so that just a check mark will supply most of the information desired together with the date and salesman's name.

All of the information you put on these daily reports and send in is just as valuable to you

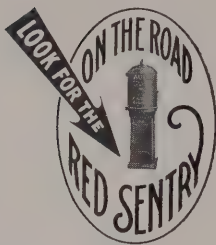
as though you put them down in a vest pocket memorandum book and a lot more useful and convenient because the information comes back to you just when needed—on your next call.

Some of the salesmen look upon these reports as a check the house is trying to keep on the Salesman's work—those men are looking at it thru the small end of the lense. The information you give can only be made valuable by the Salesman—yourself.

Just as an example take the request for information of outfit in use; we have shipping records showing to whom every Bowser is sold. These goods however, change hands quite often after the original sales. Jim Smith may have bought it direct from us two years ago and sold it last year to John Brown.

Now you are spending money to make territory and your aim is to make every drive count. John Brown's may be the only store on that drive. You didn't make a report on him last year and you have no record of his having a Bowser. It is needless to carry this illustration further. What we desire is to impress upon every Salesmen the importance of making complete reports of every call.

Every report you make to your District Manager is later forwarded by him to the Home Office and checked by Mr. King to see that the calls in each country are completed. If each Salesman will do his part in making reports complete you will cash in on the advantages of the system. If you don't give complete reports the work becomes just inefficient enough to make the expense of the department a total loss to the Company. We believe our Salesmen will appreciate this situation and help us to help you.



### A NEW TRADE MARK FOR THE RED SENTRY.

We are going to have some oval gummed stickers made of the above which will be supplied as soon as finished. You can stick them on every public garage you visit, and they will be a constant reminder to the public.

### CANADA HOT-FOOTING IT.

The Toronto bunch are scouring hills and dales for business this year to hold the Loving Cup and the way they are going after business is a caution.

Daddy Hance gave each of the boys a pretty stiff quota for April. Everybody hustled and the result was Toronto got a good boost.

The following salesmen made their April quotas and finished in the lead: H. Beique, H. Crepin, A. E. Moffat, N. Paquette, H. A. Desparois, E. J. Murphy, W. Hickingbottom, and H. J. Jeavons.

The Canadian force has been given another stiff quota for May and it is expected that a larger number of salesmen will close this month with 100 per cent. Hance has a regular band of warriors and they will not leave a stone unturned or an order that can be pried loose in their efforts to hold the Cup.

◎ ◎ ◎

G. H. Reuben, who now travels under the San Francisco Office, is doing a regular Pace-maker's business. We haven't heard from Geo. since he went West, but of course that's because he has been too busy writing orders.

◎ ◎ ◎

J. H. Williamson is back in the fold with territory in Indiana. He makes his headquarters at Indianapolis, where we believe he will modestly but firmly rise to ornament a conspicuous place on our Sales Force. We are waiting for later developments to tell what his conspicuousity will be about.

◎ ◎ ◎

The way J. M. Prigg went after business in April you would think he had another chicken dinner bet up.

◎ ◎ ◎

Spurgen is making converts (Bowser converts) in great numbers—of course Potts

knows we mean Salesman F. J. Spurgen, because he never knew or read of the other celebrated Spurgen—as badly as he needs to.

◎ ◎ ◎

Hance's fling back at Savercool is: "That the year is still young."

◎ ◎ ◎

If San Francisco ever does get that cup, the legislature is quite likely to pass several other "alien" bills that will prevent the Cannucks, and perhaps others from making an invasion. A word to the wise is sufficient.

### STANDING IN EFFICIENCY CONTEST.

#### The Twenty High Salesmen

100.00%	Petty, Ben	.....	Denver
99.58%	Hessenmuller, K. F.	.....	San Francisco
98.94%	Hafner, G. W.	.....	Harrisburg
98.20%	Marshall, J. B.	.....	Fort Wayne
98.16%	Pack, L.	.....	Atlanta
97.16%	Merickel, J. W.	.....	San Francisco
96.00%	Davis, J. M.	.....	San Francisco
95.53%	Bradshaw, H. J.	.....	Fort Wayne
94.43%	Jordan, J. M.	.....	Harrisburg
94.00%	Jenkins, E. J.	.....	San Francisco
93.14%	Law, C. P.	.....	Harrisburg
93.14%	Sterling, J. D.	.....	Minneapolis
92.00%	Murphy, J. D.	.....	Minneapolis
91.60%	Bunting, E. G.	.....	Fort Wayne
91.38%	Eastman, W. F.	.....	Albany
91.28%	Crepin, H.	.....	Toronto
91.01%	Quarles, R. R.	.....	Harrisburg
90.61%	Pritchett, W. H.	.....	Fort Wayne
90.40%	Haines, A. W.	.....	Chicago
90.20%	Crandall, W. V.	.....	San Francisco

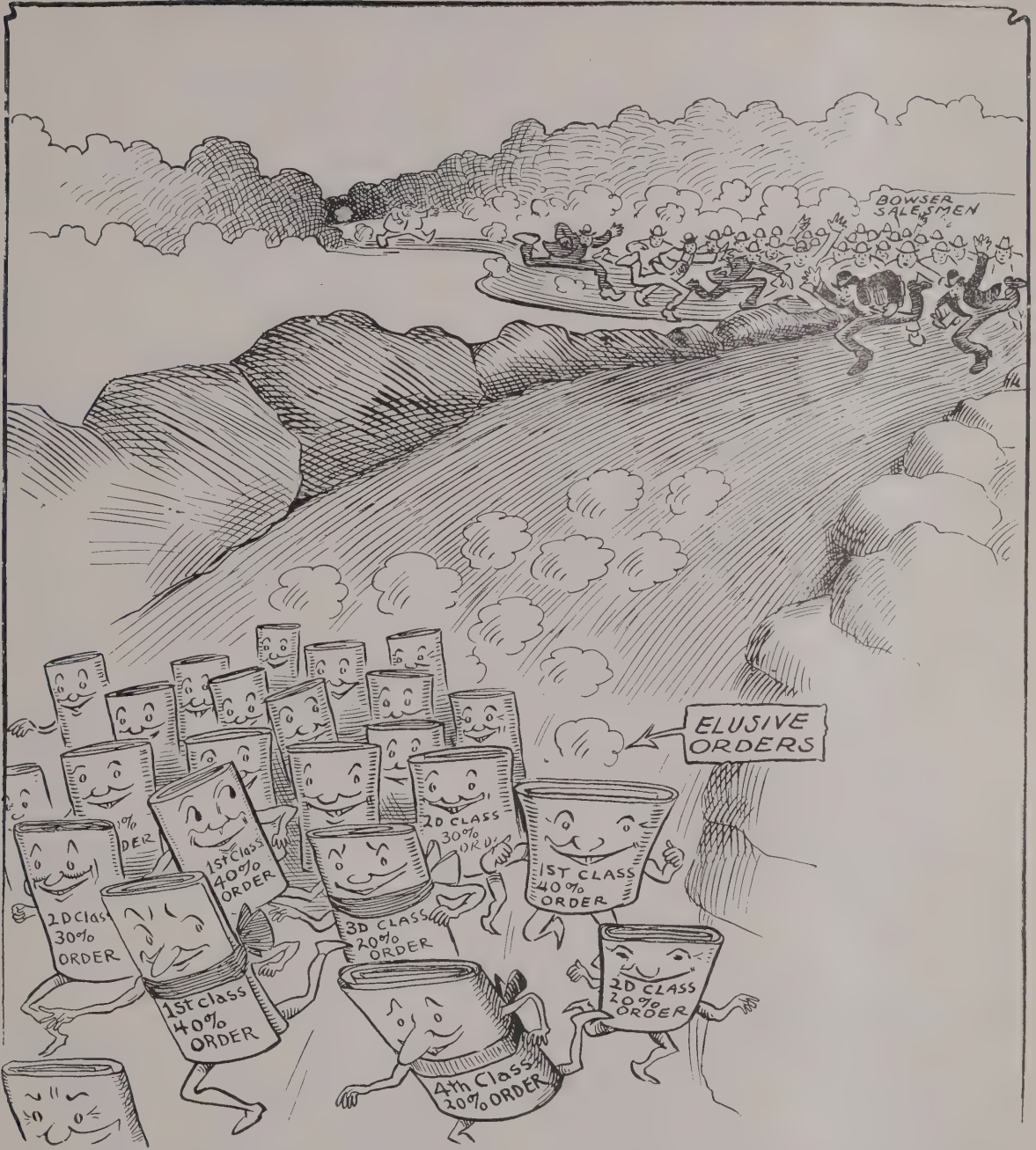
◎ ◎ ◎

The Fourth Cartoon of the top series on the efficiency contest in the center page of the last Boomer says, "It seems about as hard to sell goods as ever." We have even heard salesmen say, "It seems to be getting harder." They are both mistaken. It is not getting harder to sell goods, but the world's business methods are changing and of course, the man who refuses to change his selling methods or methods of getting business to conform with the demands of the age, is bound to find it difficult work. A higher order of business ability is required in these days.

Salesmanship makes new demands upon its followers. He must primarily have business ability.

He must be a man who can not only sell those who want to buy but he must create the demands that makes buyers. Not only must he sell equipments to those who want them but he must also make them buy all the outfits needed of the proper capacity and the right quality.





**Are You Taking Any Order You Can Get or Are You Endeavoring to Get the First-Class Orders and Only Taking the 2nd, 3rd and 4th Class When you Find it Inevitable or Good Business to Do It?**

This is the advantage the Efficiency Contest is to the Salesman—to urge him to study himself, his business methods and his business, to the end that his work is more profitable to himself.

The salesman who will thus adjust himself to the changing conditions and changing demands, will not find selling getting harder. There are salesmen making more money out of the Bowser Line to-day than was ever made

before. The possibilities are there; the opportunity is yours.

The rewards for your endeavors in efficiency means more business and more profits but the confidence you will create in yourself and the good judgment and ability you will develop will give you a future reward vastly greater than you can calculate. It is yours for the effort.

# "Half a Million For May"

## EFFICIENCY OUR AIM.

In every legitimate line of endeavor, efficiency in it should be the constant aim of its workers.

Someone has said that "What we do not know never hurts us" which is far from the truth. There are many things that hurt us and hamper our progress that we are oblivious to, but they still hurt and we are only wise when we wake up and attack every problem or cost that enters into our business and study to meet or reduce it.

In a salesman's work there are several items that "cost" him money, if not looked after. They were mentioned in a recent general letter. This efficiency contest was inaugurated with the primary object of making you study your individual problems and enable you to overcome them. The "unseen losses" if you please, Gentlemen, these are the same kind of losses you preach to your trade. Investigate them in your business and stop them. It will mean 100% efficiency.



## WHETHER YOU LIKE IT OR NOT.

Never put off doing a thing that ought to be done simply because you don't feel like it. In the individual case it may make little difference, but the habit is fatal. Unfinished books, inventions, half-completed, lost opportunities, business failures, are a few of the results of doing only what you are in the mood for. When working a town, it might turn in bad weather and you will quit and leave the town with four or five stores not called upon. These may be the very places to produce business. To make a success in any line, you must learn to do the necessary thing whether you feel like it or not, and if you persist in this course, the time will come when you will not stop to question your mood. You will always be ready, and success will be yours.



Cut out the worry about yesterday's failures and get busy with plans for to-day's big success.

## PROFITS.

The pocketbook is most often the most sensitive part of one's anatomy. For this to be so to a reasonable degree is natural and proper for its condition determines, to a large degree, the good or ill of the rest of your being.

"Any man who sells goods without making a reasonable just profit should be sentenced.

"It is a crime, silly and short-sighted, to sell goods at no profit.

"You owe it to yourself, your creditors, your employes, your customers, and to society at large, to make a profit exactly commensurate with the services rendered.

"If you try to play the idiot and sell at no profit, you will undoubtedly go under. Thus injuring yourself, your creditors, your employes, your customers and society at large.

"In the latter case, your customers might benefit to a small degree temporarily. But any gain that is not equitable is not good for anyone. What injures one, does not really benefit another. No man lives to himself. There is no such thing as personal liberty. Your rights end where your neighbor's begin.

"Every once in a while some well-meaning person, whose softness of heart has spread to his head, gives away the profits on his sales, and later takes up his abode in the poor house or in some way becomes a charge and burden to the community or his friends.

"Such a person imagines he is doing something that is noble and unselfish. In reality he is doing an extremely selfish thing. For he is depriving the community of his usefulness.

"Some people cut the price on a certain article below cost to draw trade. They have to make this loss up on other goods. This isn't just. It is not an equitable distribution of value."

Bowser Goods are placed at a price, fair to the purchaser, and fair to us. We have but one price to all and you will never find a Bowser user but that will say he would not be without the goods for twice what he paid for them; that they have made a profitable purchase and received a satisfactory service.



# BOOMERETTE

Vol. VIII

MAY 10, 1913

No. 10

## A Half Million for May



THE Business rolled in during April has set a new Company Record. The Greatest Month in our History. It has fired us with an ambition to beat it in May.

A half million is the cry and to accomplish this every district must secure the quote for the month allotted to them.

To do this means that every salesman in the field, the men on the firing line in every district everywhere have upon them the responsibilities of this great undertaking—beating every previous month's business during the past twenty-eight years.

It is a privilege to participate in such a victory. It is an opportunity to link with it an individual record—two successes well met. The true Bowser Spirit is the Spirit of Co-operation. Co-operation prompts individuals to help one another as the left hand helps the right. If the District Manager or the Home Office can help you in any way, command them. We are all out for the one big thing—

*A half-million for May.*

Boys, turn this possibility into a reality.

# The Bowser Boomerette

Published Daily by

S. F. Bowser & Co., Inc., Fort Wayne, Ind.

Edited by C. H. DAVIES

DEVOTED TO THE INTERESTS OF THE COMPANY  
AND ITS EMPLOYEES

MAY 10, 1913

## THE BOOMERETTE.

Modestly, but confidently, we send it to you. Modestly, because we know it cannot hope to win your favor through its size or splendor. Confidently, because we know it will please you through what it says and suggests.

We go to you with a smile because our business is to make you happier.

The facts we'll tell you are so self-evident that no sermons are necessary to give them force.

We want to send you the Daily Boomerette so you may not forget from day to day that we are out for a "half a million in May."

Art, they say, is the beautiful way of doing a thing. That being true, a Bowser tank is a work of art, a means to a beautiful end, the best method of oil and gasoline distribution.

Time is about all a salesman has to his credit, so let us improve the moments as they go by. The point is this: Convert time into commissions receivable. Get us?

Speaking of delightful sensations: Did you ever find a paper dollar tucked away in your watch pocket that you had forgotten about?

You want to go easy with Mr. Little, fellows. He belongs to Swat the Fly Club and accidentally swatted his foot. He was putting in the screen doors at his house and one fell on his great toe. He has some accident insurance, so he is keeping it wrapped up and walking with a cane. Pretty tough on a managerial Pacemaker.

"A man of salesmanship diameter" advertised for a situation in the Tribune. The diameter of a traveler would seem to be a matter less important than his displacement. To us his girth measure around his cerebellum would seem most important.

You do not have to be an expert mathematician to add wisdom, multiply joy and divide grief.

If we had no trials, we could not prove ourselves, and therefore we could not stand for anything.

## A DIFFICULT CASE.

Dear Girl—"If you really loved me all the time, why didn't you let me know?"

Ardent Youth—"I couldn't find a postcard with the right words on it."

If that's the only trouble Jack Armstrong and Schnable are having The Boomerette will gladly print the postcards to order.

The better the goods you sell the greater your customers' satisfaction.



# Remember "A Half Million for May"

## Let Every Man Do His Part

Away back in the last row hidden in a corner behind other players at the final rehearsal for the grand concert, sat a little old man with a piccolo. He loved the music and his heart swelled as the majestic harmonies filled the air. The violins thrilled him with their sweetness, and the heavy stringed instruments satisfied his sense of grandeur as the mighty crescendos rose in response to the conductor's signal. His own little piccolo seemed insignificant and out of place. Its small, shrill voice suddenly offended him because it seemed to add neither sweetness nor grandeur to the wonderful music. If only he could play a trumpet, or a first violin, he felt that he could add the inspiration of his soul to the music and so render a service worthy of the great composer. But the mean little piccolo—why, no one ever knew he was there!

He hardly realized that while indulging in his discontent he had stopped playing. Suddenly, with an imperious wave of his baton, the conductor stopped the orchestra in the midst of one of its grandest bursts of harmony. All was silence for an instant that seemed an age. Then—"Where is the piccolo?" the conductor demanded. "I cannot go on with this piece without the piccolo." The little old man turned cold and then hot. His eyes swam in a mist, as the whole orchestra seemed to melt away and he saw only the conductor looking straight at him. He had been missed. The wonderful music was spoiled and could not go on because his little piping piccolo had stopped. Never would he falter again, for the whole orchestra and the great conductor himself were depending on him to play his part.

We can't all be first on the Bronze Tablet. We can't all be president of the club. We all can do our part, however, in the great aim for "HALF MILLION IN MAY." Everybody's best efforts count. The loss of a day by a Bowser salesman will be felt. Everybody DO YOUR BEST.

### A CLEVER IDEA.

A Detroit traveling man sitting down at a rather untidy table in a Saginaw restaurant recently, picked up a soiled bill of fare. After looking at it for a moment, he said:

"By Jove! What an excellent idea! Samples of the various dishes glued to the menu!"

## The Red Sentry

The Minute Man  
of the Bowser  
Line

10 Gallons a Minute

Say!! - Are You Working for the Vice-Presidency?



The Melon-Cutting, Savercool is figuring on.

Do great undertakings develope great men or do great men bring about great undertakings?

Soap more troublesome in case of fire than gasoline—if the gasoline is stored in a Bowser

The following note appeared in a recent New York paper:—

A fire occured in a New York soap factory yesterday. After they turned the hose on the blaze the firemen were hampered by the suds.

We have a testimonial from a fire chief that he would stand right on an underground Bowser and fight fire without inconvenience or danger.

FAME is the echo of ACTIONS resounding them to the WORLD.

— Fuller



# BOOMERETTE

Vol. VIII

MAY 13, 1913

No. 10

Show Your  
Winning  
Streak

A HALF-MILLION FOR MAY  
Make Every Day Count

And  
Make an  
Individual  
Record  
This Month

# Efficiency

IN these days of so much gasolene and not enough brains and gray matter. Almost identically the same. The main trouble with motors is to get them started.

When a gas motor refuses to do business, stop and think with it. Generally you find it to be but a very simple machine. Inject plenty of juice and then "turn her over".

Mental Motors often refuse to hit for various reasons: constructed in the first place; improperly handled; out of tune; ignition or not enough fuel.

The object of the efficiency contest is to use your own mind model and get all cylinders hitting. One person on terms, while Bill's cylinder is missing because of a specific case, no general rules will help.

Read over the Efficiency Contest rules again. Your own little motor is giving you any trouble.

*Remember, that no amount of body finish is worth anything delivered to the rear wheels. Get all your cylinders*

*Only 12 weeks more.*

*Speed Up!*



# That's It!

inkerene, there are two kinds of motors--cylinders  
ciples that apply to one also applies to the other.

may be any one of ten million things the matter  
thing. The first thing is to advance the spark,

The principle ones are; not properly con-  
ized with fool thought; loose in their parts; poor

h salesman to study his own mental motor or  
orge's cylinders may be missing because it is long  
short on selling outfits complete. Everyone is

hen look over the orders you have taken. If  
sy and correct the deficiency.

*you over the hills. It takes real horse-power,  
hitting and throw in high.*

# Look at the Line Up for The Month of May

The following shows the standing of the Branch Offices covering business from May 1st to May 10th, our "Half Million Dollar Month."

1 TORONTO  
2 ALBANY  
3 MINNEAPOLIS  
4 DALLAS  
5 ST. LOUIS  
6 ATLANTA

7 CHICAGO  
8 SAN FRANCISCO  
9 FORT WAYNE  
10 DENVER  
11 HARRISBURG

We can just hear those Cannucks holloring "Now who are you betting on?" Boys, those fellows don't believe in reciprocity. You will have to blaze the trail right into their camp and take it away from them.

The following is the standing of the Branch Offices covering business on year to date, May 10th.

1 SAN FRANCISCO

2 MINNEAPOLIS

3 ALBANY

4 TORONTO

5 DALLAS

6 ST. LOUIS

7 FORT WAYNE

8 ATLANTA

9 CHICAGO

10 DENVER

11 HARRISBURG

ACCORDING to the above there is still hope to bring the cup back across the border.

## Remember!

## "A Half Million for May"



# BOOMERETTE

Vol. VIII

MAY 15, 1913

No. 12

## \$1000.00 In Awards

A Chance for 10 Men to Each  
Receive \$100 for Efficiency

### NOTE RULES OF CONTEST

The salesman securing the highest final standing will be given \$100. To each of the nine salesmen securing the next highest final standing, that proportion of \$100 that their final average bears to the final average of the highest man. This makes it possible for ten salesmen to win approximately \$100 each.

## WHO WILL THEY BE?

RECORD OF THE 20 HIGHEST MEN IN THE EFFICIENCY  
CONTEST. 4-1 TO 5-10

J. F. Keller	98.89	Fort Wayne	W. C. Quicke1	91.05	Dallas
I. W. Lucas	98.79	St. Louis	S. M. Chilton	90.96	Fort Wayne
H. F. Labbitt	98.31	Minneapolis	E. G. Bunting	89.6	Fort Wayne
J. M. Davis	97.33	San Francisco	C. P. Woodbury	89.26	San Francisco
J. A. Baird	96.33	St. Louis	H. J. Bradshaw	88.76	Fort Wayne
J. H. Robbins	96.	Albany	J. M. Chilton	88.5	Fort Wayne
G. A. Merickel	94.73	San Francisco	J. G. Sterling	88.32	Minneapolis
J. M. Jordon	94.43	Harrisburg	T. L. Smith	88.1	Dallas
L. O. Pack	91.96	Atlanta	J. C. Mattingly	88.	Fort Wayne
J. A. S. Meyers	91.83	St. Louis	J. W. Mericel	88.	Minneapolis

## Everybody, Get Busy!

REMEMBER the individual training you give yourself in this contest, to make your own effort more profitable to you is the biggest advantage. Although you may not take one of the \$100 bills; although you may not finish 50th, if you sincerely endeavor to grade up your work YOU WILL WIN.

We are not  
May Quota to

Everybody

Only 14 da

*Boys, dig in.  
count and WI*



even with our  
date.

Speed Up!

s left.

*Make every day*

## *Action With Determination*

---

*It takes action to turn over good resolves into value. It takes Determination and Persistency to make them profitable. A spirit of progress and initiative is the great secret of success. Financially considered, other good qualities are valueless without these. A man may think out all the successful business schemes in the world and make the best resolution but unless he puts some of them into use and practice now and then, he is liable to always be a tailender.*



# BOOMERETTE

Vol. VIII

MAY 16, 1913

No. 13

## The Efficiency Contest Is Getting Exciting

Albany District leads with an average of 80 per cent efficiency. The district with the lowest average has 73 per cent, so you see the office standings are bunched.

*Which district will lead in the finish?*

The four highest individuals with a big balance of business are:—

J. A. S. Meyers	St. Louis	91.83
G. H. Schnable	Chicago	86.13
G. W. Scott	Harrisburg	78.58
A. E. Moffatt	Toronto	71.50

**EVERYBODY GRADE UP**

**Get a share of that \$1000.00**



**A**T no time within recent years have general business conditions been in a more prosperous condition than they are now.

The following is excerpts from a report of the National City Bank of Chicago:

"The outlook for big farm crops is highly favorable, as abundant moisture has been reported in most sections. The jobbing trade has been and is very active. Retailers are buying freely. The automobile industries are working overtime. Steel manufacturers have sufficient orders on their books to keep them going some time. Railroad managers have



just released two huge orders for railroad equipment."

Gentlemen, merchants or business men who have any complaint against business conditions will find that, if they turn the spotlight on themselves and their methods, the complaint should be lodged against themselves and not business conditions. The next merchant that you meet who has a whine about trade, size him up and also his store and you will find this true.

Now, of course, we would not say this about the boys on the road. What we would say is: Recognize the big opportunities that are before you. Realize that you are in a big wave of prosperity and determine to get your share.

*Remember!*

**"A HALF MILLION FOR MAY"**

*Make Every Day Count.*



# IS YOUR HAT

In The Ring  
for the  
Vice-Presidency  
?



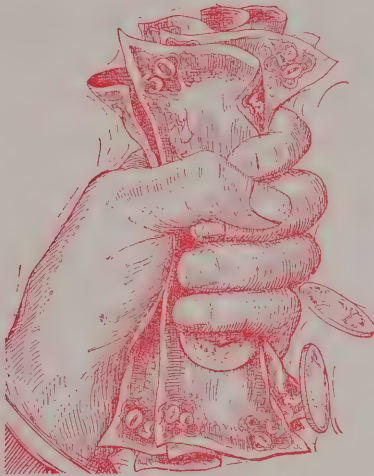
*Boomerette*

Vol. VIII

No. 14

MAY—17—1913

*We want to give you the  
“Glad Hand”*



Look over your orders  
in the Efficiency Contest,  
improve the features in  
your work that need it and  
**BE A WINNER**

## *Every Day a Day of*

**S**INCE Creation there has been suffering brings with it the glories and honor of yesterday, but of today.

Yesterday is dead---let it alone cannot be undone. So profit by the of the present---remembering always no such thing as worry or fear.

There is no such thing as tomorrow IS---the sum of possibilities. Although more frequent than success, each new which we have the opportunity to

*So let us cast out worry and be*

*This is your day. Greet it with*

*Re*  
**"A HALF MI**



## *sunshine and Progress*

ne---'tis nature's first law. Each morn-  
sibilities and joys of not what was,

on't waste energy or tears on what  
t in the enjoyment and achievement  
t to the glad-faced, the future holds

w. Yesterday was---only TODAY  
t is human to err and failure vastly  
y brings with it a clean slate upon  
"VICTORY."

fear.

*mile and make the most of it.*

*ber!*

*ON FOR MAY"*

# *Look Who's Here!*

*The ten salesmen who lead in  
volume of business for  
month to-date.*

---

---

W. V. Crandall	-	-	San Francisco
N. A. Ring	-	-	Albany
W. P. Shepherd	-	-	Minneapolis
Lewis Smith	-	-	Albany
A. E. Darling	-	-	Minneapolis
W. Hickingbottom	-	-	Toronto
R. H. Sherlock	-	-	Chicago
H. Bieque	-	-	Toronto
A. E. Moffat	-	-	Toronto
M. C. Benham	-	-	Minneapolis

---

---

We will reprint this list  
the last of next week and in-  
crease it to the twenty highest.

*Will Your Name  
Be There?*



# A Half-Million for MAY

**O**NLY two weeks more in May in  
which to cinch that Half-Million.

**WE WILL WIN—**

*providing every salesman averages the  
equivalent to twenty store points per  
week for the remaining two weeks.*

*Everybody Dig In. Make your  
“Equivalent” each week and as much  
more as possible to help in the General  
Quota.*

*Remember we are depending on  
every salesman to get his share.*

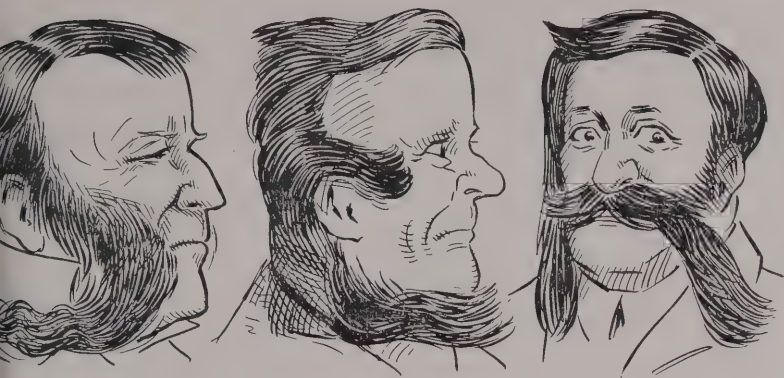
**“A Half-Million for May”**



## *A Bowser f*

**W**E believe that some of the salesmen in the Bowser Contest is to sell everyone Cut 241 standing. There are prospects to whom the sale of these outfits to those whom should be sold 81 to a millionaire. Every Bowser outfit has a "man", and our admonition is, sell the man the line of least resistance and sell 3rd and 4th class outfits. Garry Rodman who used to be in the management of Dallas says:—"When you do business with a man, and to your company, but most important of all, nine times out of ten, he will soon wake up to the fact that he is talking about.





## *Every Man*

the impression that our aims in the Efficiency  
's or 115's or Cut 109's. This is a misunder-  
standing. A Cut 501 or 47 or 128 should be sold and  
it is just as creditable as the sale of a Cut  
in a high market. There is "a Bowser for every  
man" who is able to buy, but don't work along the  
lines of profits to prospects who should have 1st or 2nd  
class. Our star salesmen before he graduated to the  
top are not only doing an injustice to yourself  
but are doing an injustice to your customer and  
the company," and believe us, Rodman knows what he

# *A Problem of Salesmanship*

---

SOME of our salesmen almost always secure C. W. O. or at least a part of it. Others never do. What is the reason of this difference.

Perhaps its the same reason, in a different form, that enables one salesman to secure orders where another salesman would miss them. Securing C. W. O. largely resolves itself into the matter of completely convincing the prospect of the desirability, reliability, value and merit of the goods and his need for them in his business. Having thorough confidence in the goods and the entire transaction, then the subject in hand, properly presented, in the majority of cases will meet with succes. Failure to secure at least some, is usually because it was not gone about in a business-like way. While there is no right way of doing a wrong thing, there are many wrong ways of doing the right thing.

*Dont Stare up Steps of Success  
but Step up the Stairs.*

*Mark Twain.*



*A HOBO has as many hours a day  
as a bank president.*

Who puts the value stamp on *your* time—who decides whether an hour—a day—a week of your time is good for a dollar or a hundred dollars? It is *up to you*.

It depends on the man using the time—*not the amount of time he has to use*.

—A. F. Sheldon

*ONLY 8 L*

in which

*“A Half-M*

Get your equivalent

the last two weeks and p

*Do Y*



*YS MORE*

o secure

*n for May”*

o twenty store points for

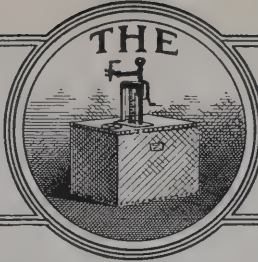
yourself on the honor roll.

*Part!*

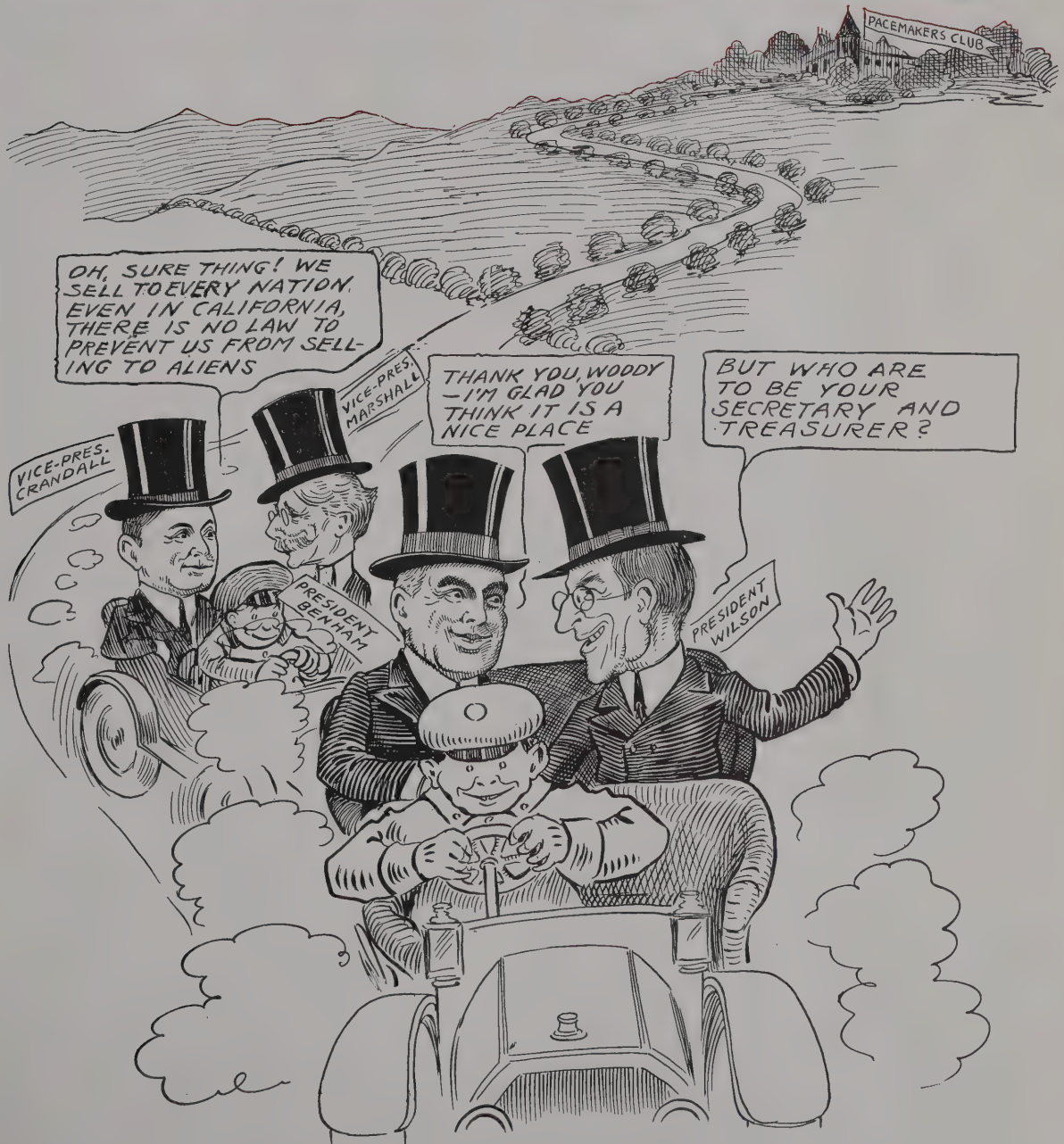
*Don't Be Afraid*  
to look the figures of  
*your* business squarely  
in the *Eye*.

Do It Often. If  
there is any place  
where ignorance is  
not Bliss it is your  
business.





# Honk! Honk! Car Coming.



Crandall is elected Vice-President  
of the Pacemakers Club.



W. V. CRANDALL  
Vice President of the Pacemakers Club—  
1913.

We have the honor and pleasure to announce that Mr. W. V. Crandall, of the San Francisco District, has been elected Vice-President of the Pacemakers Club.

Mr. Crandall secured the office, May 3, with 519 Points to his credit. Our Vice-President needs no introduction to the boys as he has been notably conspicuous in his prize-taking sales ability among us for several years past.

Last year he secured the honorable position of President which he filled with credit to himself and pleasure to the club. We are glad to have him back in an executive roll and the club is lucky to get such a wise old owl for its Vice-President. Congratulations to you, Mr. Crandall.

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### WE HAVE BEEN TOLD.

"The object of life is a mystery." Presumably the object of life is life. Therefore good life is the better life and the real life object.

"When a man gets his shoes shined it is a sign that he is resting, feeling good and may want to spend money.

"Give me a man with newly shined shoes and a Fresh Cigar and I will sell him——."

"Not one per cent. of mankind below forty years of age understand the real meaning of virtue being its own reward.

"Good salesmanship has its foundation in philosophy, patience and confidence."

### FORTY HIGH MEN. Including May 17th—1913.

1—E. L. Milliron	Eng. Sales
2—M. C. Benham	Minneapolis
3—J. H. Armstrong	Eng. Sales
4—W. V. Crandall	San Francisco
5—A. E. Moffett	Toronto
6—Lewis Smith	Albany
7—H. Belque	Toronto
8—A. E. Darling	Minneapolis
9—N. A. Ring	Albany
10—S. A. Collins	Albany
11—F. H. Peeples	Harrisburg
12—R. L. Matthews	Dallas
13—G. W. Scott	Harrisburg
14—W. S. Johnson	San Francisco
15—W. C. Smith	San Francisco
16—E. F. Klotz	San Francisco
17—T. C. Potts	Fort Wayne
18—R. H. Sherlock	Chicago
19—E. J. Murphy	Toronto
20—F. H. Richardson	Albany
21—A. L. Casey	St. Louis
22—E. B. Bachman	Atlanta
23—F. E. Walters	San Francisco
24—S. D. Stoddard	San Francisco
25—A. G. Hartgen	Harrisburg
26—H. A. Leonard	Chicago
27—J. R. Sibley	Eng. Sales
28—E. J. Lovaas	Minneapolis
29—L. F. Loeffel	Atlanta
30—G. H. Reuben	San Francisco
31—W. Hickingbottom	Toronto
32—J. Ward	Minneapolis
33—Geo. H. Schnabel	Chicago
34—M. C. Bramham	Minneapolis
35—P. W. Lawther	Dallas
36—E. C. Ettinger	Minneapolis
37—F. L. Jones	Chicago
38—F. J. Casey, Jr.	St. Louis
39—R. E. Hawkins	Fort Wayne
40—F. W. Devereux	Albany

Mr. Milliron still leads in the exalted order of "FORTY HIGH MEN." We want you to note that Devereaux and Hawkins are also present. In fact, just run your eyes over the entire list and note the prominent individuals that are mentioned.

Mr. Milliron has solemnly declared he is going to take first place on the Bronze Tablet. He's got nine previous table men to buck as well as a host of others that are keen for the honor, so it promises to be SOME race.

Previous winners that have taken honors are:  
1910

R. S. JOHNSON  
H. E. BLEEKER  
W. V. CRANDALL  
1911

J. W. MERICKEL  
E. F. KLOTZ  
S. D. STODDARD  
1912

A. D. WYCKOFF  
R. S. JOHNSON  
T. H. RHODES





A Cemetery of Lost Opportunities Never Found in a Hustling Bowser Salesman's Territory.



# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY

S. F. BOWSER & CO., Inc., FORT WAYNE, IND.

Edited by C. H. DAVIES

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS EMPLOYEES

MAY 24, 1913

Self-Starters and seldom self-stoppers.

• • •

We notice there are a bunch of enthusiasts hiking after the berth of Treasurer and Secretary, as innocent as a flock of one-year-olds—Who of them will land?

• • •

Above all, please don't worry about Messrs. Eastman and Eggleston, of Albany, getting into the club. They have things coming—"As Boston says: 'We should manifest concern.' " "As Chicago says: 'We should develop agitation.' "

• • •

If H. A. Leonard and Geo. Schnable, of the Chicago Office, are kept up late at nights it's because they are figuring up and mailing their orders. We expect them to be taking advantage of the parcel post soon. My, such a business!

• • •

Using good judgment in the matter of whom to trust is better than having talent as a good collector.

• • •

It may not be as easy to look ahead as to look behind, but it is a habit it will pay you to cultivate.

• • •

G. N. Roos and G. W. Scott, of Harrisburg, wouldn't think the day had started right if they didn't get an order the first thing after breakfast.

• • •

Our Prize Tourist Tom DeVilbiss, just returned from California. He made the round trip in fifteen days, traveling seven thousand miles. Tom said he traveled so fast that he overtook General Manager Polhamus, who was returning from the coast and had started two days before him. Tom said he shot right around him at Chicago and reached Fort Wayne several hours ahead of him.

• • •

No man can dislike his work and do good work. The best work comes from a hand and brain impelled by love for the work being done.

If there is any time that business yawns and puts its feet on the desk it's when R. T. Lawrence and Ed Lovaas, of the Minneapolis District, are not around. They are certainly hitting 'm up.

• • •

The marts of trade hum in a high key wherever F. G. Dabney and P. W. Lawther, of Dallas, are. They are surely an active team.

• • •

People buy the things which appear to them superior to others and the salesman that doesn't hit the nail on the head in his talk, loses the force of it. Hit the nail on the head with your descriptions and facts. Don't waste words or time. Give your arguments straight from the shoulder.

• • •

We understand things are coming along most beautifully at Philadelphia. Quarles and Richards are on the waiting lists of some of the biggest prospects in the country and once they get in they always come away with the business.

• • •

It is an unconscious habit to credit ourselves for our successes and blame others for our failures.

• • •

R. F. Shearman, of Atlanta, sent in a dandy store order yesterday, calling for two 10-bbl. Cut 241's complete—C. W. O.

You can bet your presidential chances to a suffragette vote that he will be in the club soon, at that pace.

## A DAFFA-DILL ENTITLED: "THE UNKNOWN POWER."

I've heard of stores, both general and special,  
I've heard of garages, both kinds by the ream,  
I've heard of factories, both wood and metal,  
I've heard of railroads, both electric and steam.

But how does the ocean liner, with her big engine driver,  
Have her bearings oiled, when she is almost foiled,  
By the lack of a Bowser master, to save her from disaster.

J. F. ARNOLD, Salesman.  
San Francisco District.

• • •

A man can usually fool himself easier than he can fool others.

## OUR EAGLE EYES.

George McCurdy, of the Fort Wayne Sales Department, was a party to an amusing incident yesterday. In his skirmish for business about town, he came upon a garage just being built. He hiked over to it and asked the carpenters who was building it. They promptly told him that they were—and George asked, "Who for?" They said, "A man by the name of Shulze." George didn't lose any more time, but walked up to the house and rang the bell—thinking surely here was a dandy sale.

The lady that came to the door quietly told Mr. McCurdy that she certainly was interested in Bowser Tanks and, in fact, knew considerable about them; that it wasn't necessary for George to demonstrate, as she had often seen the Bowser model; in fact, her husband worked for S. F. Bowser & Co., and his name is R. G. Shulze. GOOD NIGHT!

Never mind, George, when Shulze gets his tank, we will soak him enough to get your commission out of it.

◎ ◎ ◎

M. C. Benham put across a peach last week. It was a public garage equipment consisting of one 15-bbl. 241, for gas; Cut 241 for lubricating oil, in addition to a 41 and 115 for lubricating oils. The object is to have Gas and Lubricating oil pumps on the curb as well as inside the garage. It totaled 42 points and was a mighty fine order. It is practically a duplicate of the equipment he sold the garage at Eldora, Iowa, recently.

◎ ◎ ◎

The export department is displaying a very nice order secured by Mr. Cardenas in Havana, Cuba.

◎ ◎ ◎

Johnny overheard his father remark about a friend that always took two drinks, one as a nip and the other for a chaser. The next time the family had pie for dinner Johnny promptly laid away the first piece and called for a second.

"Why Johnny!" exclaimed the mother, "you have had two helpings of soup, two of roast, two of corn, two of potatoes, two slices of bread, two glasses of milk and a large cut of pie!"

"Yes'm, I've had a chaser for everything but the pie."

◎ ◎ ◎

Abe Martin says:

"You can never see th' brains o' a firm hangin' on th' awnin' out in front."

So, so, Mr. Martin, but it takes intelligence to appreciate the advantage of a Red Sentry on the curb in front of your store door, over a faucet tank to handle gasoline in the back yard, Abe.

W. D. A.

## OUR TREASURER ABROAD



EN ROUTE.

We received a wireless that our treasurer was enjoying the trip as much as could be expected, considering it is the first time he has had his feet off terra firma. He often takes one foot off when he has tendencies to go up in the air but we have never failed to note that he keeps his other pedal extremity very firmly set down.

Yes, when he gets over there he is going to hob-nob with kings and "jukes" and all the 'ighnesses over there. We bet he will be able to tell George whether his headpiece is 18-K. We suppose he will spring that old chestnut story he always tells at our conventions, and slap George on the back when he comes to the end so he will know it's time to laugh. Under the circumstances, we will have to be somewhat liberal about his expense account, but we feel that it's a waste of money to pay for his meals on the boat.

We will overlook it, however, if he sees that his buttons are sewed on tight when he lands so he can make up for it and at least get his money's worth. You know, Dunk is quite a performer at the table. He always does an xylophone solo with his knife and fork at our banquets. In our next issue we will have a report of his landing. Watch for it.

◎ ◎ ◎

Who wants to be as independent as a pig on ice? That never brings home the bacon.

The trouble with income on the whole is, that most of us cannot live within it any more than we can live without it.

Office Standing, May 17, 19th Week

SAN FRANCISCO

MINNEAPOLIS

ALBANY

TORONTO

DALLAS

FORT WAYNE

ST. LOUIS

ATLANTA

CHICAGO

DENVER

HARRISBURG

# WANTED:

## A Treasurer and Secretary

For the Pacemakers' Club.  
Only Bowser Salesmen  
with 500 points of  
business need  
apply.

Address all applications with neces-  
sary qualifications to the Company.

Signed M. C. BENHAM, Pres.  
W. V. CRANDALL, V. Pres.

The old-time salesman, with his free cigars and unmentionable stories, is passing away. It is well. The modern salesman needs no such methods. His word is as inviolate as the signed contract of the head of the house.

• • •

If this fad of carrying dynamite around the country spreads much more we may yet see Pullman porters and transfer men handle baggage with respect.

## OUR DIXIE POET.

I seat myself with pen in hand,  
To write you from the "Tar Heel land;  
To let you know I'm back again,  
From the risky wilds of woods and then,  
With the measles thick and the smallpox, too;  
I don't think I'll venture back to surry,  
Would you?

But on another course I'll try,  
To plant some 241s as I go by;  
Under Atlanta's Branch this seems to be,  
The one aim of our specialty;  
I'll try with all my might and main,  
And with this view in mind.

I'll fight along and not give up,  
Until back we've won the Loving Cup;  
There is no reason why we can't,  
With the good things of our plant;  
With a reputation I will make.  
I'll place our goods without mistake,  
And every merchant will admit,  
That Bowser Tanks are surely IT.

I'll enter now in the nick of time,  
With every salesman in the line;  
To give our "also rans" a hard rub,  
And make them go some for their grub;  
'Cause I'm working now for the Pacemakers'  
Club.

Very truly yours,  
W. N. DANIELS,  
Atlanta District.

• • •

A man with an ambition will realize it, by the law of average, if he holds to it long enough.

What is a failure? It's only a spur  
To a man who receives it aright,  
And it makes the spirit within him stir  
To go in once more and fight.  
If you never have failed, it's an even guess  
You never have won a high success.

EDMUND VANCE COOKE.

**B**USINESS, apparently, is up to the average in manufacturing districts, and above the average in agricultural districts. Now is the time to make your calls in small places.



## *A Few Words from One who has Blazed the Trail*

A STRONG salesman wins easier where the task seems hardest because the weak man is afraid to try and thus the strong man has no competition.

The weak salesman by conquering a seemingly unconquerable man will have released his reserve force of effectiveness and will have become a good salesman—a 100 per cent man.

Progress is made by literally stamping out the old and installing the new.

Success in salesmanship is made by a bold confident force of the salesman's ideas upon the opposing merchant.

Forget that there is anyone in the field but yourself. It is of course, impossible to totally ignore competition, but as the sprinter in a one-hundred yard dash is bound to lose speed every time he looks behind, so in business. One who looks not behind, but steadily keeps his eye on the front is more certain to win or at least to make his exertion count for full value.

Teaching yourself about the goods is the first step in perfecting one's self in the art of asking a price.

The mere statement of a price to a buyer is not the art nor even the semblance of the art of selling goods.

We should never pass up an opportunity to sell goods by carelessly deciding that the opportunity does not exist. Opportunity to sell goods exists potential everywhere—everywhere that human beings exist. It is not a question of whether these people are in the market for your goods—it is one of whether they can be taught to buy and use them to advantage.

A salesman cannot determine before hand what thoughts have entered a customer's mind since he last saw him. Men's opinions are changing every minute, and new ideas and new plans or other causes may have entirely altered the customer's attitude in the meantime toward both the goods and the necessity of buying them.

J. B. BEALL, Eng. Sales Dept.

Seven weeks of the Efficiency Contest have passed. Less than *Eleven* weeks remain.

## \$100 IN GOLD

The salesman securing the highest final average in accordance with the rules of the contest will receive a cash prize of one hundred dollars in gold. To each of the nine salesmen securing the next highest final average, that proportion of \$100 that their final average bears to the final average of the highest man. This makes it possible for ten salesmen to win approximately \$100 each.

*Will You be One of the Winners?*

Standing of the fifteen high men in the Efficiency Contest May 17, 1913 *who have secured* the required amount of business to become eligible to date.

	Per Cent.
1—N. A. Reng, Albany....	85.04
2—W. F. Eastman, Albany.	83.74
3—G. N. Roos, Harris'bg..	82.21
4—E. J. Lovaas, Minn'pls.	79.21
5—W. P. Sheperd, Minn..	79.10
6—J. T. Lumsden, Dallas..	77.96
7—F. J. Casey, Jr. St Louis .....	77.64
8—R. L. Matthews, Dallas.	76.61
9—K. F. Hessenmueller, Fort Wayne .....	76.15
10—G. W. Scott, Harris'bg..	75.83
11—W. V. Crandall, San Francisco .....	75.48
12—S. D. Stoddard, San Francisco .....	74.96
13—E. P. Dolan, Dallas....	74.86
14—W. Heckingbottom, To- ronto .....	73.84
15—W. T. Michaux, At- lanta .....	73.77

Hustle and be one of the *High Ten*.

## HE WHO IS MOST THOROUGH IS THE BEST SALESMAN.

Who and what are the best salesmen is a question often put to the writer (and one which to answer completely all of this issue might be used and then perhaps the real kernel might not be reached. It is enough to say that the best salesmen are the ones who are thorough, for that one word covers all.

What goes to make this quality of thoroughness is also hard to say, but to give the reader an idea of what a thorough man can accomplish in any line it might be pointed out that Roger Sherman was classed as the most thorough shoemaker in his town, before he became known as a wonderful statesman.

Benjamin Franklin was a most thorough printer before he made his mark in history.

Garfield was a most thorough mule driver before he became the same kind of a president.

Lincoln was a rail splitter and a good one. Grant worked in a tannery, and son on through history's pages. A man who makes his mark usually is found to have been thorough in whatever he has previously undertaken.

A salesman to reach the top must also possess this habit of doing things well, or, as sure as fate, he never will get within striking distance of big business.

Sir Joshua Reynolds, one of the greatest painters that ever lived, was asked how he attained such perfection. His reply might be preserved as a motto for all, said he: I make it a rule to make each painting my best.

So the salesman must make every sale his best, and every act planned to show thoroughness. There is room for all good salesmen, and the calling is not overcrowded, for in truth, the words of Daniel Webster fit the case exactly. A law student was complaining the profession was overcrowded and to him Webster said: "Young man, there is always room at the top."

To reach that height, one must compel the whole service of mind and heart and body, and it is only the persistent reaching and striving for the top that makes the most of a salesman. Whether he attains the summit or not, the exercise of the climb will do him good, and the time will be well spent, for as Tennyson says it will "Empower us with the mighty hopes that makes us men."

## A TIME-SAVER.

A busy-looking man hurried into a street car, sat down and sorted over a pocketful of letters. He rode two blocks and got off.

"That chap has more money than brains,"

commented the conductor. The conductor's point of view fairly illustrates the mistaken estimate of the value of time which prevails with most persons—a mistake which keeps some men in the small-wage class all their lives while wiser men grow rich. It cost that short-trip passenger five cents to ride two blocks but it saved him ten cents in time (at his earning capacity) and also some exertion, which is another form of expenditure. Ten brief rides in a day would cost such a man fifty cents, or three dollars in a week, or as much, perhaps, as the conductor pays in house rent. It looks wasteful, but, as a matter of fact, it pays a big rate of interest—several hundred per cent. in a year. It saves time. Time is the only enduring commodity in the universe. You have only a very limited supply. You can only make use of about one-third of it for business purposes. It pays to get the most out of it every day, as your supply is growing less all the time. The man who gets into the time-saving habit does not need to be told what it is worth to him in the long run. It proves itself.

## HOW DO YOU PROCEED?

Volumes have been written on the art of selling goods, but the only test of salesmanship is—orders. If we could always win, there would be nothing to it—we'd all be rich. Every little prospect has a treatment all its own; and sometimes that don't work. Each case is an individual problem for study and quick thought. This much may be taken for granted, if you are not winning business your "system of approach," as they say in the noble game of golf, is wrong.

Here are some words of wisdom from a wise old scout:

"Salesmanship is a matter of knowing what to say, when to say it, when to stop and when to reach for the order book. You cannot keep a man's mind on your proposition if he is continually being bothered by telephones and people running in and out of his place of business. Whenever possible I take a man away from his factory to talk business to him. When he will not leave the plant I improve each shining moment by using the hottest arguments I have in the least possible time.

"My selling talk runs in sections. When I have finished section one I put out a leading question, such as 'Now this is what you want, is it not?' If that does not bring the answer, I run smoothly on high speed into section two and so on through, until I have exhausted my arguments"

But real salesmanship is the art of selling goods with a profit. Ever remember that!



# “A Half-Million for May”

Everyone has been digging and we have been hitting a splendid pace for the month. We will have to keep it up to the very last day to win.

Business for the month of May to and including the seventeenth.

We have figured the per cents. of the district offices based on their quotas for May, in comparison to the business secured to May 17th. You will note they line up differently than the year-to-date standings:

1. Toronto .....
2. Denver .....
3. Albany .....
4. Minneapolis .....
5. San Francisco .....
6. Dallas .....
7. Fort Wayne .....
8. St. Louis .....
9. Atlanta .....
10. Chicago .....
11. Harrisburg .....

Here are the fifteen salesmen who have produced the most business during the great record month to and including the twenty-first:

- 1—W. V. Crandall .....San Francisco
- 2—Lewis Smith .....Albany
- 3—A. E. Darling .....Minneapolis
- 4—N. A. Ring .....Albany
- 5—W. P. Shepherd .....Minneapolis
- 6—H. Beique .....Toronto
- 7—H. A. Desparois .....Toronto
- 8—W. Hickingbottom .....Toronto
- 9—R. H. Sherlock .....Chicago
- 10—M. C. Benham .....Minneapolis
- 11—J. M. Tucker .....Dallas
- 12—S. A. Collins .....Albany
- 13—F. J. Casey, Jr. ....St. Louis
- 14—F. H. Peeples .....Harrisburg
- 15—Geo. H. Reuben .....San Francisco

This is the final trumpet call to arms.

We urge each man to win individual laurels. Get your twenty store points or “Equivalent” for these last two weeks and we will win. We are depending on individual discharge of individual responsibility.

**DO YOUR SHARE.**

Another lesson to the fellow who says "Im careful, nothing is going to happen to my tank."



Big tank car of Gasolene explodes—If this heavily riveted tank, made of quarter-inch iron let loose, what can be expected of the ordinary tin gasolene tank?

## DAMAGE HEAVY IN SPECTACULAR FREIGHT WRECK AT ADAMS STATION. INDIANA.

(Extract from Fort Wayne Sentinel  
May 13, 1913)

"The total damage will run between \$50,000.00 and \$75,000.00. This does not include the loss of some \$3,000, sustained by William Kohlenberg, whose home near the scene of the wreck was destroyed by fire from the wreck.

### Probable Cause of It.

Although the explosion that was the immediate cause of the fire was attributed at first to a hot box under one of the gasoline cars in the train; W. F. Horner, a brakeman who was riding in the cupola of the caboose on the west-bound train, says that he could see the full length of the cars and that he believes live coals dropped from the fire box of the engine ignited leaking gasoline and started the conflagration.

He said he was looking ahead and he saw a little light followed in the fraction of a second by an explosion and in less time than is required to tell it the whole train was ablaze. He also says that if there had been a hot box he could easily have seen it from his position.

The force of the explosion is reflected in the condition of the track, which was torn up for a distance of a hundred feet. Three heavy cars were thrown into the yard of the Kohlenberg home and were destroyed there. There was nothing left of the track but the right-of-way and several badly twisted steel rails."

Whether it was caused by a hot box or by a spark from the engine, the great fact remains that the trouble was caused by a leaking tank or the fumes from the gas. Another terrible and expensive lesson of the fearful shocking destructive power of gasoline when it ignites or explodes at times and in places it is not intended to.

## SELLING OIL FILTERS.

(Cleanliness)

When a salesman sells an oil filter to a mill man or manufacturer, he presumably sells it to him to filter oil and this is both the limit and extent of its use and influence—the matter of economy in oil. It does not require any stretching of imagination, merely a little explanation to show how the oil filter may do other things than filter oil.

To equip a mill or factory with an oil filter indirectly leads to cleanliness; and cleanliness in turn leads to better work on the part of the men in charge of the machinery and eventually to better men staying with the job.

So long as there is no filter about the plant, no chance for recovering or disposing of oil, but little attention is paid to it. It is poured into the journal, allowed to go over and waste itself in any manner. It drips from over head bearing to everything down below—musses up the entire surroundings of each journal, and the waste of the oil is sometimes the smallest part of the loss. Of equal importance is the loss of cleanliness, the damage to the building and the danger of fire in the accumulation of the grease and dirt.

Given an oil filter, there is generally a change from this condition. Journal boxes are cleaned off, drip pans are not only put under them to catch the drippings, but they are gathered up and the oil is made use of. This is a starting point of the order of cleanliness that in the majority of cases leads to a sort of revolution in the mechanics of the place. From slovenliness to spick and span order not only makes far better work but makes it easier to keep better workmen in the mill.

So there is really more to the oil filter business than that of recovering oil that has been used and putting it in shape for further use. Like the by-product of some industries becomes more important than the main one, sometimes the other results from the use of oil filters may prove more important than the economy in the use of oil itself.

BEN FRANKLIN.

• • •

"The greatest of all faults," said Carlyle, "is to be conscious of none and man is chock-full of that fault."

## JUST SAND.

When everything goes crooked,  
And you're feeling kinder blue;  
When you ain't got any money,  
And you don't know what to do;  
Just keep the wheels a'turnin',  
And take on lots of sand;  
By and by, without much struggle,  
You'll reach the promised land.

'Course it ain't no easy goin',  
When you're almost down and out;  
But other guys won't know it,  
If you don't go 'round and spout;  
Just oil the wheels and throttle,  
And don't forget to sand;  
Only buckle in and go it,  
And you'll reach the promised land.

Other men have gone before you,  
In just as rough a road;  
They found a few good Indians,  
To help them pull their load;  
What if the rails are slippery?  
Keep puttin' on the sand;  
If you don't lay down a quitter,  
You'll reach the promised land.

—E. F. MORRIS, Kansas City.

• • •

We notice a report in the Metropolitan Press that H. D. Murdock, of the St. Louis District, is laying plans for a whirlwind campaign in Wichita. The article says in part as follows:

The S. F. Bowser & Co., of Fort Wayne, Indiana, manufacturers of self-measuring pumps, oil storage systems for garages and general store use, naphtha system for dry cleaning plants and oil filtration systems for the large manufacturers, have secured under lease a salesroom and headquarters at 113 North Topeka Avenue, where a complete line of their wares will be carried.

H. D. Murdock, says the company realizes the rapid strides Wichita has made as a jobbing center and the importance of such a move.

Mr. Murdock, who has been here since the first of January, foresaw the advantages of this move and is very much impressed with Wichita. He says that he does not see why Wichita in the course of a few years will not be the largest jobbing center west of St. Louis.

With the present Kansas crop outlook they expect to handle two to three million annually through this office and most of it coming from the Sunflower State.

Alright, Murdock, "Old Top," GO TO IT!



**Get  
Your  
"Equivalent"**

*During This Week  
And Next.*

**Success**

*for the month  
Depends Upon It.*



## The Boy is Right

*Every "Bowserite" believes this.*

*Back of the Bowser Organization is a powerful optimistic belief in things—belief that things are good—belief in ourselves and our salesmen.*

WE BELIEVE in one another; we believe in the Bowser Products, and we believe in the goodness of our tanks, appreciation of them and our ability to continue the goodness of the Product and increase the number of users and perpetuate their appreciation.

We want every salesman to realize he is with a firm whose business is now national and growing international. This is a big business of big reward for industrious salesmen. Take advantage of these wonderful opportunities. Remember that putting into your work your best thought and your best effort, the more you strive diligently in this direction, the more substantial will be your reward and certain your success.

So whatever you do in the way of effort you do first for yourself. The mutuality that binds the salesman and the firm is plain. The welfare of one embraces the welfare of the other. Prosperity and progress for one means the same for the other.

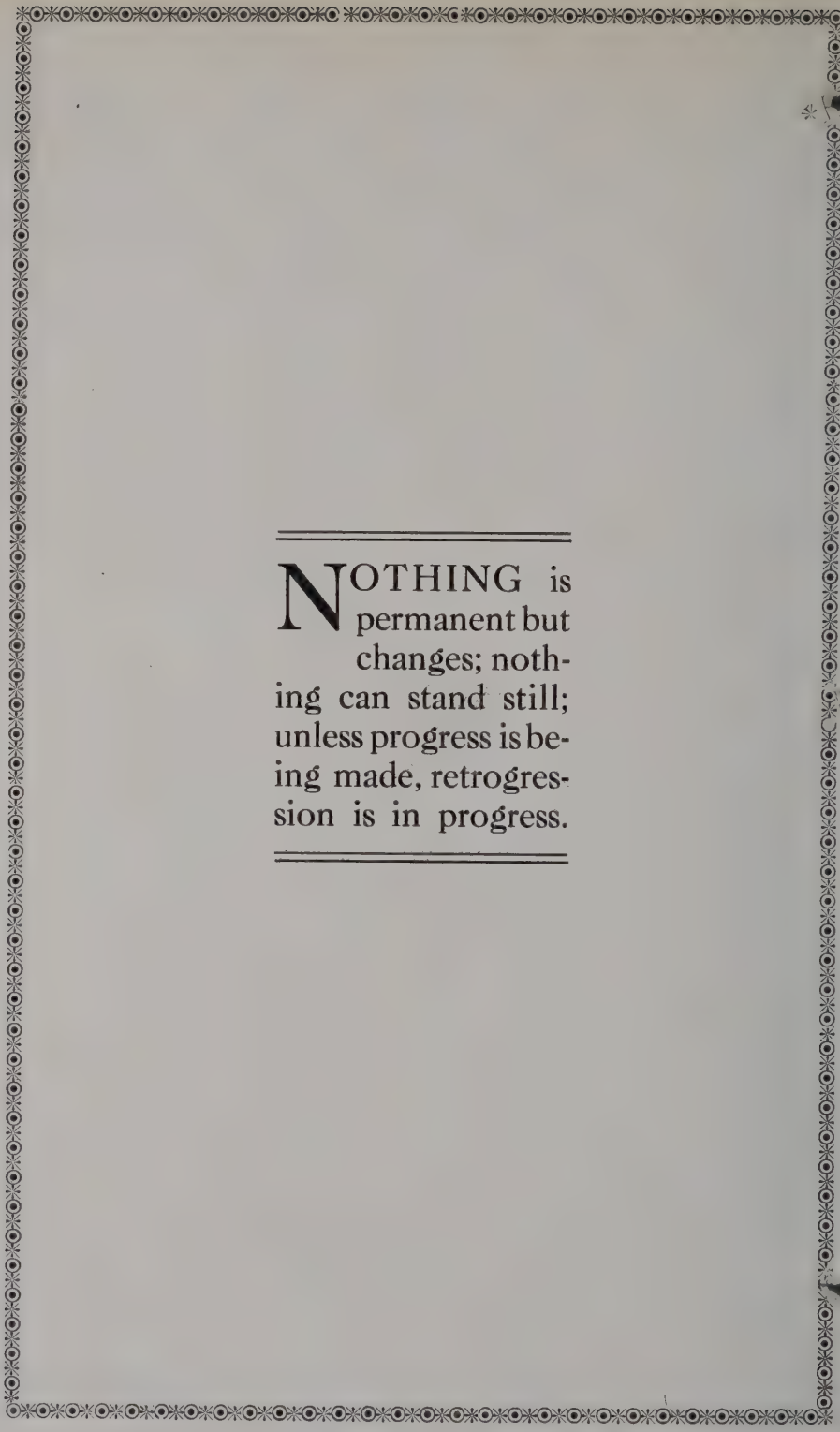
So boys show by the use you make of this season your loyalty and how thoroughly you appreciate the ties that bind us.

Action and efficiency are needed.

Some times one ounce of action is worth 5 lbs. of efficiency but it will take both action and efficiency to win this record.

Keep everlastingly at it and after the smoke has cleared from the battlefield you will be rich with good clean paying business which is the spoils of war and incidently win the splendid ultimate triumph to which we all aspire—individually and collectively—making good.





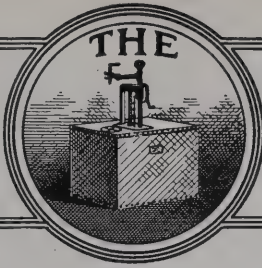
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NOTHING is  
permanent but  
changes; nothing  
can stand still;  
unless progress is being  
made, retrogression  
is in progress.

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SPECIAL EDITION

BOWSER



BOOMER

Vol. VIII

June 4th, 1913

No. 18

## N. A. Ring Is Secretary



## NEXT!

Mr. Ring of Albany has secured the Secretaryship  
of the Pacemakers Club



N. A. RING  
Secretary of the Pacemakers Club,  
1913.

Few men survive the age in which they live. The lives of countless millions of the race never rise above the dead level of the commonplace. They are born—they live—they die—and leave no visible impression on the world's affairs. In other words the world never knows them only by weighing the aggregate influence of their associations.

The Pacemakers Club and Bronze tablet affords occasion for perpetuating the records of Bowser salesmen who have excelled their fellow workers in their efforts for business. It is with pleasure that we record the name of Nathaniel A. Ring in this for 1913.

Mr. Ring secured the office of Secretary May 16th with 503 points to his credit.

Mr. Ring works under the Albany office and travels in Maine which territory he has covered for a number of years.

Mr. Ring came with the company February 14th, 1908. Being an "affinity valentine" he has served continuously and has always been an energetic, conscientious worker. Although he has always been a successful salesman, he will this year exceed any of his past records and we heartily commend him in his onward march. Mr. Ring weighs about 250 pounds and stands better than 6 feet in his stocking feet and his hair combed, and will be well able to enforce any dictates of the president's club rules that he gets on his books.

So we turn to him with a feeling of pride and respect as we officially salute him Secretary of the Pacemakers Club. Mr. Ring, we congratulate you on the high honor you have attained and every member of the Bowser Army, wishes you continued success.

◎ ◎ ◎

H. Beique of Toronto, will be a very likely Bronze Tablet man if he continues to "hit the ball" the way he is.

## Office Standing, May 31, 21st Week

SAN FRANCISCO

MINNEAPOLIS

ALBANY

TORONTO

DALLAS

FORT WAYNE

ST. LOUIS

ATLANTA

DENVER

CHICAGO

HARRISBURG

A "Bunch" of Bowser sports attended the Auto races at Indianapolis Decoration Day. Some were guests of the Wolverine Auto Club of Detroit, while others went independently. We will publish a report of their doings in our next edition which will be a Sporting number.

◎ ◎ ◎

"All works of quality must bear a price in proportion to the skill, time, expense and risk attending their invention and manufacture. Those things called dear are, when justly estimated, the cheapest; they are attended with much less profit to the artist than those which everybody calls cheap. Beautiful forms and compositions are not made by chance, nor can they ever in any material be made at small expense. A composition for cheapness, and not for excellence of workmanship, is the most frequent and certain cause of the rapid decay and entire destruction of arts and manufactures."

—Ruskin.

◎ ◎ ◎

Second Vice President H. M. Bowser, has just returned from his vacation which he spent mostly in Michigan. We haven't had a chance to interview him on it yet but will do so before our next issue. Watch for it!!!

◎ ◎ ◎

The Minneapolis Office has two cards on their force that are sure to take something in the Pacemakers' race if they keep hitting 'em up.

We refer to Jack Murphy and Jack Ward. We may be giving away Murray's hand in mentioning them but we believe he is depending on them to make a splendid showing. Mr. Ward works in North Dakota and is working every inch of his territory with fine result.

Mr. Murphy works in South Dakota and is doing a remarkable business. We hope to have the honor of announcing both of these gentlemen as Pacemakers very soon.



## *District Managers and Salesmen:*

We wish, in this manner, to call your especial attention to our letter of May 26th to Managers with copy of same to salesmen. Few matters of more vital importance have ever been placed before you. If you have not thoroughly considered and analyzed same you should do so at once. It is for your interest—vitaly important to you.

During the last few days we have had several distinguished visitors. The following being among them:

A. W. Dorsch, F. A. Knoche, R. L. Roberts and J. H. Armstrong.

Mr. Dorsch has been in Florida doing special work which he has finished and will now go to Nebraska for some time.

R. L. Roberts and F. A. Knoche, both of Pittsburgh, were here to spend Decoration Day.

Jack Armstrong stopped off here on his return from the races.

### **HENDERSON GINGERISMS.**

If the business in your territory is hard to get you will be deserving of more credit for getting it.

◉ ◉ ◉

The reason why some men don't succeed is because they expect to—without trying.

◉ ◉ ◉

Success lies in doing well what you can do and in learning how to do what you can't do.

THOS. F. L. HENDERSON.

Sheldon School Chicago.

### **THE HOUSE OF SUCCESS.**

There are no elevators in the House of Success,  
But the stairs are long and steep,  
And the man who would climb to the very top  
Before he dare walk, must creep.

There are no carpets in the House of Success,  
But the floors are hard and bare,  
With slippery places all about,  
And pitfalls here and there.

There are no lounges or easy chairs,  
Nor places to rest your spine;  
But when one has arrived on the roof at last,  
Ah, but the view is fine.

—Author Unknown.

◉ ◉ ◉

Little Jack Horner sold gas on the corner,  
Where all of the autos went by;  
But he used a tin tank—Explosion—Blank!  
Blank!

And he said, what a Blockhead am I.

◉ ◉ ◉

A few minutes headwork will often save several hours of footwork.

◉ ◉ ◉

It is not what you get, but what you expect to get, that makes life worth while.

**Only One More**

*The Tre*

It also, will be tak

**Get Busy and I**

# Big Office Left

*surership*

n in a few weeks.

e the **WINNER**



# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY

S. F. BOWSER & CO., Inc., FORT WAYNE, IND.

Edited by C. H. DAVIES

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS EMPLOYEES

JUNE 2, 1913

Mr. H. E. Bleeker, who travels under the Toronto Office, has left his territory to attend the bedside of his mother who is ill in Pasadena, California. We are sorry to hear of his mother's illness and hope for her speedy recovery.

◎ ◎ ◎

Using good judgment in the matter of whom to trust is better than having talent as a good collector.

◎ ◎ ◎

Lovaas of Minneapolis, is lucky to have that "assistant" just at this exciting time in the race even if it only gives him moral support.

◎ ◎ ◎

It may not look as easy to look ahead as to look behind, but it is a habit it will pay you to cultivate.

◎ ◎ ◎

That man Matthews, of Dallas, is certainly making a strong run for the Treasurer's job in the Pacemakers' Club—More power to you, R. L.

◎ ◎ ◎

T. C. Potts secured a splendid order last week for fourteen private garage outfits. They were for a new apartment house in Cleveland. This is a splendid sample of apartment house opportunities for Bowser Salesmen. Potts said: It's just as easy to sell fourteen outfits as one and doesn't require any more effort. We congratulate T. C. on this nice order and would suggest to the other boys to investigate apartment house needs in their territory.

◎ ◎ ◎

"Wisdom is knowing what to do next—and knowledge is the knowing how to do it, and virtue is the doing of it."—David Starr Jordan.

## FROM OUR CORRESPONDENTS.

Peter Cooper of New York, founder of the Cooper Union, it is said, used to make glue and it all happened this way.

Mr. Cooper ran a little store, among other things he sold glue; his customers complained the wholesalers said it was the best glue made. Then Mr. Cooper said someone must make a better quality. "I will do it myself."

He began to experiment with glue, in a can in the back yard. He argued everybody needs glue. "The best will sell most." In a few years his income was \$30,000 a year.

Like Peter Cooper, Mr. Bowser, evidently believes the BEST WILL SELL MOST for he has always built the best.

From expert knowledge and construction and comparison our salesmen know that Mr. Bowser's motto of "not how cheap but how good" applies as in Mr. Cooper's line of manufacturing. Now while we reverence the memory of the one and laud the energy and ambition of the other, while we all respect the great manufacturer and benefactor of the mercantile world of to-day, in the person of our worthy President, these simple mottos recalls to our mind that it would be well to remember that the big words of English vocabulary are many times spelled with but four letters, as per example: "BEST WILL SELL MOST." GOOD and even these little words "I will do it myself" have a wonderful meaning and expression when harnessed up with right kind of energy back of them.

We know we sell the best but just now the greatest concern to all is, who will sell the most and what is our individual income going to be this year, \$3,000 or \$30,000?

W. D. ALLEMAN.

Dallas.

◎ ◎ ◎

Dear Editor:

My attention has been directed to a libelous statement appearing in a recent edition of your Boomer, in which I am upbraided somewhat for my lack of knowledge of one Mr. Spurgeon.

In a sense, of course, I must plead guilty to this charge, as my first impression was that you were alluding to a fish.

After a further investigation, however, with the Society for Historical Research, I find there did exist at one time a Spurgeon, but he has long since been dead.

Again I plead guilty, for I did not even know the man was sick.

T. C. POTTS.

Fort Wayne.

## “Oh! You Half-Million”

*With the possible exception of one other month, May stands out as the largest month in the history of our business.*

### *What a Wonderful Record!*

But we have entered a new month filled with opportunities for excelling everything we have ever accomplished. What an inspiration in this thought. As we stand upon the threshold of June, how we are stimulated by the fascination of each day as it unfolds with its world of possibilities. In addition to this we are also urged forward for new records by the general air of jubilant prosperity that abounds in every section of our country.

With these splendid and favorable conditions before us, with these wonderful opportunities and possibilities staring us in the face, it will be our own fault if we do not sieze them and make our business in June, anything less than the greatest month we have ever experienced or hoped for. Let every man look at his own record and possibilities squarely, *then resolve to do and with determination and persistency assail each day's openings with energetic work and at the close of the month, we will once more be able to shout—“We have made a new Record.”*

## BRAINS IN BUSINESS.

Although there are many unpleasant features in a salesman's occupation, yet the work as a whole is most interesting if we look at it in the right life.

Activity of the right kind brings mental stimulus and pleasure, while that which merely is mechanical becomes wearisome.

Yet even the constant doing of the same thing over and over, as with the worker who tends a machine, the work can be made interesting if the one behind the machine will but put heart and mind into the task.

Stagnation, the standing still of the mind, is dangerous, for it means death to the faculties that differentiate between human beings and the brute creation. Man has been characterized as a thinking animal; faculties that are not exercised atrophy, that is, they become dead. When people refuse to think the mental faculties becomes dull and inert.

One man may stand and merely point out the goods asked for, taking the money tendered mechanically, and with almost a vacant mind, while another sales-person at his side may take a vital interest and aid in making a selection that will be more satisfactory to the buyer, and will add materially to the sales made during the day. In the long run the man who brings brains into his business will rise to higher positions and be rewarded by increased income.

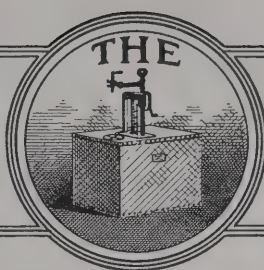
One is "bored to extinction" by the monotony of constantly handling the same goods, while the other finds interesting things to stimulate his mind in every transaction he makes; yet so far as appears to the casual observer both are engaged in the same duties. One drags out a miserable existence, without any chance of making progress, while the other finds pleasure in doing his best and learns that such a mental attitude has a cash value as well as giving him pleasure, and in all probability, adds years to the span of his life. One is a common drudge; the other an important factor in the business. Gentlemen, put brains into your work and go at it with a vim. You will get more out of it and you will feel better for it.

The Object  
of the  
Efficiency  
Contest  
is to urge and en-  
courage you to  
do the  
*Right Thing*  
at the  
*Right Time*  
in the  
*Right Way.*

*It means More  
Profit to you.*



BOWSER



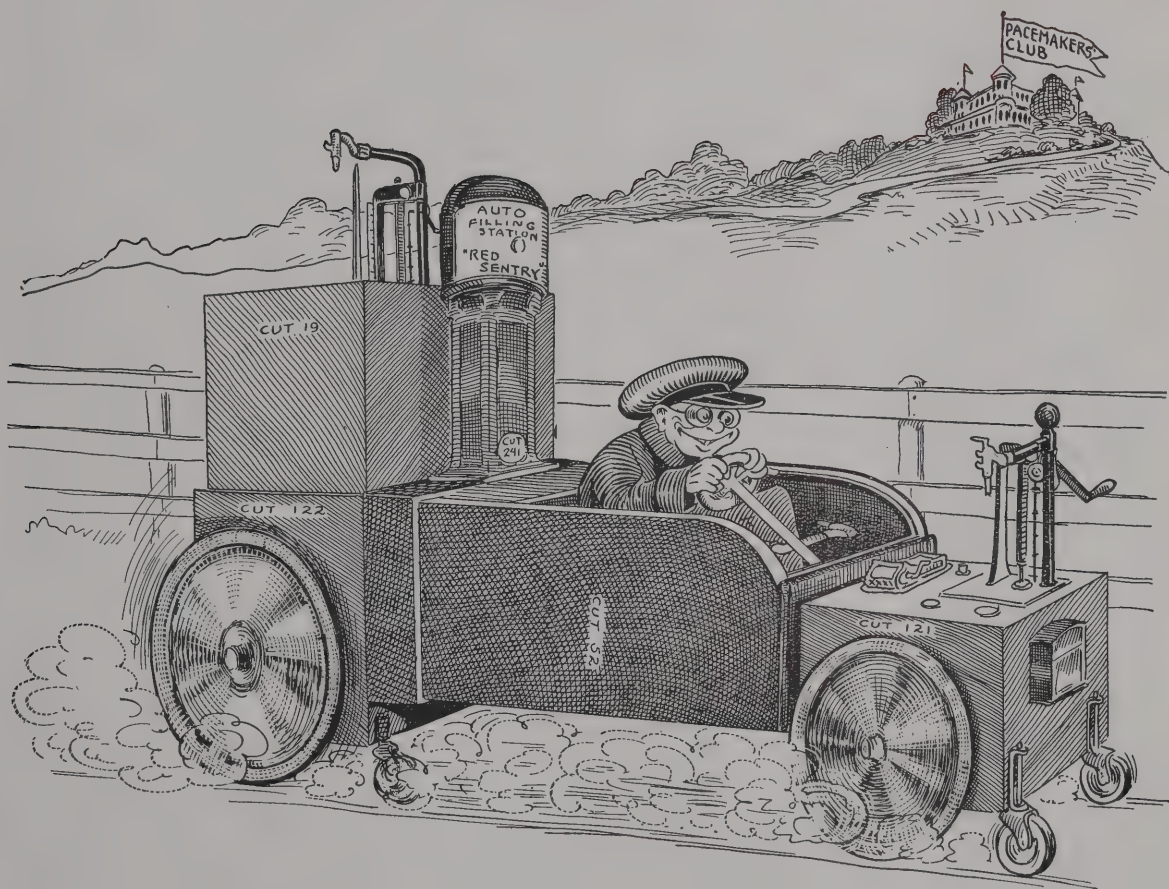
BOOMER

Vol. VIII

June 20th, 1913

No. 20

# Special Efficiency Number



Be A Pacemaker and Ride In  
Nobody's Dust

## THE EFFICIENCY CONTEST.

Are you getting your full share of benefits from the efficiency contest? Are you turning the information supplied to you to your advantage?

The object of this Boomer is to suggest that you do if you are not.

What constitutes the items or sources of your income? "Selling tanks" you might say, yes but what different features of a sale produce this profit. When a contractor constructs a building he knows the value of every nail in it. There are doubtless many contractors who succeed in an offhand, haphazard fashion, but it could probably not be demonstrated that the majority of successful contractors win their success by any other process than the ancient, honorable and laborious method of "counting the cost." The successful contractor keeps track of the market prices, knows how many men, work-how many hours, can produce a certain amount of work. Inspiration and daring are not enough.

He must have information as well. One of the most fascinating men in New York is a traffic specialist, who has worked out an amazing comprehensive and intricate system of finding out how many trains, of how many cars, running at what headway, will be required to serve a certain section of any city. He figures out the population, he figures out the percentage that travel, and where they travel, and when they travel. Then he will tell you how many trains you need, of how much it will all cost, and how much it will pay. But he does not guess at it; he does not reach it by intuition. He figures it out.

The information we are giving you in the efficiency contest is to enable you to figure out how in each sale to make the most profit and to show you your loss by carelessness or neglect of certain features of the sale.

Gentlemen: Think this over. Take your pencil and paper and just run thru your order book and jot down any discrepancies you may note. Perhaps your income has been very satisfactory but just add up these discrepancies and see how much more it might have been had you been more firm, persistent and convincing at times.

Ours is a co-operative business, we want you to prosper and progress with us. We want you to make all the money there is in this business for you. Study your work; improve it where you can. Develop the points of efficiency required in your business so you may secure the maximum results.

## SOME REASONS WHY.

You are into a busy season. You expect to make some money. If you are an up-to-date salesman you deserve to make money—will make money if—

The ifs in life are sometimes tragic, often humiliating, and most always preventable.

Why do salesmen fail?

There are many reasons and you may profit by studying the list.

**Carelessness**—This covers a multitude of sins. Lack of preparedness in handling of the line. Competition is keen. "Any-old-dub" cannot do business successfully nowadays. It requires an experienced, trained man, thoroughly versed in his trade. Carelessness is a mental process, a happy-go-lucky way of doing things which inevitably leads to disorder. Carelessness in demonstrating, in granting credits—in everything.

**Forgotten Accessories**—This belongs in the previous paragraphs but needs especial mention. Thousands of dollars are lost every year in unrecorded opportunities of sales of accessories not made. A sale made but not completed is a six-time loss—the cost of travel, the profit that should have been made, the time to make the sale, the handling of the goods, the development of carelessness, and the loss of absolute satisfaction. This thing happens during rush hours to make trains, and in other ways. The drain is serious, and in many instances grows worse.

**Poor Collections**—The salesman who is an "easy mark" in granting credits is sure to get loaded up with "slow-pay" and "dead-beat" accounts, and thus collections are always bad. You cannot do business without money any more than the water-mill can grind without water. Short credits make friends, but long credits create enemies. The slogan of the successful salesman like the successful merchant is "quick turns." You cannot turn your money over unless you get it to turn over. Your customers will respect you far more for being self-respecting, for being quite insistent for short terms when credits are granted. Slow pay accounts are detrimental under any circumstances and especially so nowadays when business is done on so narrow a margin. The tendency is toward cash business, and we would all be better off if it could be inaugurated to-morrow. If this be so, then endeavor to bring that happy day about with persistent courtesy.



## 100% OF QUOTA OR BETTER TO DATE.

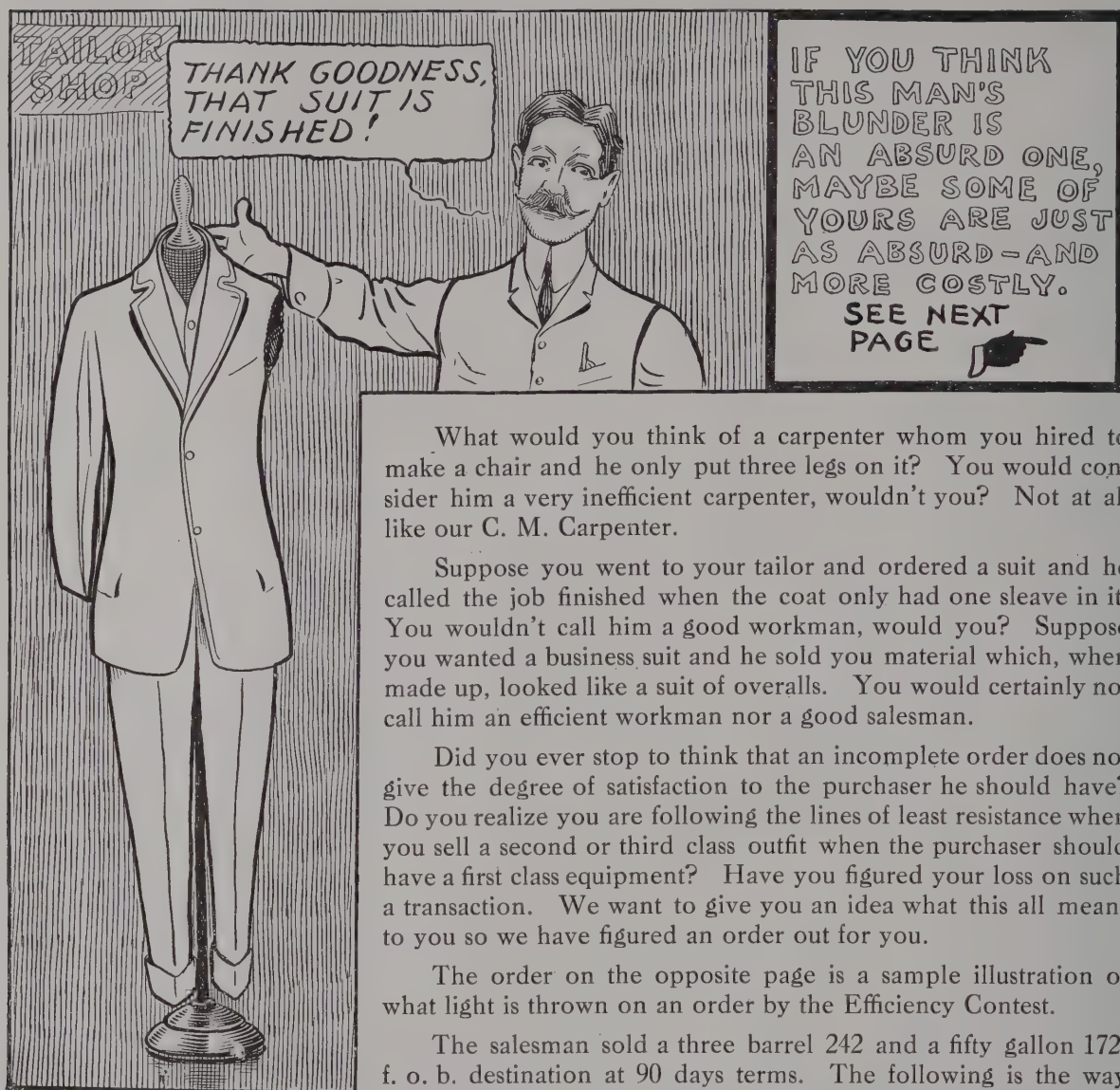
JUNE 9, 1913.

The following is the list of Salesmen whom have secured the required volume of business during the contest to-date to become eligible in the race, also showing their per cent. of efficiency to-date. These Salesmen are getting plenty of orders but what they must try to do is to get higher per cents. **They are the leaders at present.**

Name.	Office.	Per Cent.
G. H. Schnabel .....	Chicago .....	88.62
C. M. Carpenter .....	Albany .....	82.92
M. C. Bramham .....	Minneapolis .....	82.71
G. N. Roos .....	Harrisburg .....	82.39
A. L. Casey .....	St. Louis .....	79.87
N. A. Ring .....	Albany .....	78.96
W. P. Shepherd .....	Minneapolis .....	78.54
E. J. Lovaas .....	Minneapolis .....	78.33
N. Paquette .....	Toronto .....	78.2
Lewis Smith .....	Albany .....	78.18
F. H. Richardson .....	Albany .....	78.13
F. J. Casey, Jr. ....	St. Louis .....	78.
A. G. Hartgen .....	Harrisburg .....	77.49
T. G. Dabney .....	Dallas .....	77.38
H. Beique .....	Toronto .....	77.05
W. T. Michaux .....	Atlanta .....	76.94
J. G. Weiss .....	Harrisburg .....	76.75
R. H. Sherlock .....	Chicago .....	76.56
G. H. Reuben .....	San Francisco .....	76.52
F. C. Sears .....	Toronto .....	76.3
R. L. Matthews .....	Dallas .....	75.70
H. Crepin .....	Toronto .....	75.68
W. V. Crandall .....	San Francisco .....	75.15
W. W. Ince .....	Dallas .....	74.93
E. B. Bachman .....	Atlanta .....	74.75
R. G. Fisher .....	Denver .....	72.85
R. L. Duncan .....	Minneapolis .....	72.73
C. F. Comstock .....	Harrisburg .....	72.67
L. F. Loeffel .....	Atlanta .....	72.63
Jas. Ward .....	Minneapolis .....	72.41
A. E. Darling .....	Minneapolis .....	72.34
P. W. Lawther .....	Dallas .....	72.23
E. J. Murphy .....	Toronto .....	71.96
H. A. Desparois .....	Toronto .....	71.89
A. E. Moffatt .....	Toronto .....	71.48
W. Hickingbottom .....	Toronto .....	70.99
A. F. Todd .....	Atlanta .....	70.86
M. C. Benham .....	Minneapolis .....	70.20
R. D. Leonard .....	Fort Wayne .....	69.9
T. C. Potts .....	Fort Wayne .....	69.78
S. D. Stoddard .....	San Francisco .....	69.46
R. F. Lawrence .....	Minneapolis .....	69.07
F. E. Walters .....	San Francisco .....	63.38

An honest business transaction is a question of efficiency—  
like an honest job of carpenter or brick work.





What would you think of a carpenter whom you hired to make a chair and he only put three legs on it? You would consider him a very inefficient carpenter, wouldn't you? Not at all like our C. M. Carpenter.

Suppose you went to your tailor and ordered a suit and he called the job finished when the coat only had one sleeve in it. You wouldn't call him a good workman, would you? Suppose you wanted a business suit and he sold you material which, when made up, looked like a suit of overalls. You would certainly not call him an efficient workman nor a good salesman.

Did you ever stop to think that an incomplete order does not give the degree of satisfaction to the purchaser he should have? Do you realize you are following the lines of least resistance when you sell a second or third class outfit when the purchaser should have a first class equipment? Have you figured your loss on such a transaction. We want to give you an idea what this all means to you so we have figured an order out for you.

The order on the opposite page is a sample illustration of what light is thrown on an order by the Efficiency Contest.

The salesman sold a three barrel 242 and a fifty gallon 172, f. o. b. destination at 90 days terms. The following is the way this order is figured:

Class of	{	Cut 242	-90%	}	85%	or	34%	in contest
Outfit	{	Cut 172B	-80%	}				
Price		-Less frt.	\$4.25	-97.44%	or	19.44%		
Terms		-	90 days	-	70%	or	14%	in contest
C. W. O.		-	NONE	-				

This order, in the Efficiency Contest,  
is given 67.44%

Now had this salesman sold a Cut 41 and a Cut 51B C.W.O. the following is how it would be figured:—

Class of	{	Cut 41	-100%	}	or	40%	in contest
Outfit	{	Cut 52	-100%	}			
Price		-Full List	-100%	or	20%	in contest	
Terms		-	Best	-	100%	or	20%
C. W. O.		-	Yes	-	100%	or	20%

This order, in the Efficiency Contest, is given 100%

Gentlemen, the startling fact about these transactions is that the inefficiency of the salesman in the first order cost him \$34.80. In other words, he lost \$34.80 in commission by not taking a 100% order, Boys, these are hard facts that it pays to heed. There is more in this Efficiency Contest than you had any idea of.

Another item of vital importance is that in the C. W. O. order, commissions are immediately available while terms mean payments deferred.

C. W. O. means no later discontent and a probable countermand but a completed transaction satisfactory to all concerned.

By inefficiency, Money Lost to You.

Everytown, U.S.A. 1913  
June 19,

Please prepare and ship, as per instructions below, the following goods:

It is agreed by purchaser:

1. That this order shall not be countermanded; that it covers all agreements between the parties hereto relative to this transaction, and that S. F. BOWSER & CO., Inc. shall not be bound by any representation or promise made by any agent relative to this transaction which is not embodied herein.
2. That title to said goods shall not pass to purchaser until the price thereof, or any judgment for all or part of same, has been paid in full, and that, until such payment, said goods shall remain the property of S. F. BOWSER & CO., Inc.
3. That upon refusal of purchaser to accept said goods when tendered, or to make any payment provided for, it is agreed that the purchase price of said goods, less any amount paid by purchaser, shall once become due and payable. Upon default of any payment it is agreed that all unpaid payments shall at once become due and payable. Upon failure of purchaser to make any payment provided for, at any time said goods are in the possession of S. F. BOWSER & CO., Inc. or any person, by its order may take possession of and remove said goods without legal process and in such case it is agreed that the purchase price of said goods, less any amount paid by purchaser, shall once become due and payable. S. F. BOWSER & CO., Inc. hereunder, shall be considered as having been made for use of the goods while in the possession of purchaser, and such payments shall be retained by S. F. BOWSER & CO., Inc. as such payments.
4. That repairs made within the guaranty period, specified in the guaranty of S. F. BOWSER & CO., Inc. printed below, without the authority of S. F. BOWSER & CO., Inc., are to be at the expense of purchaser.
5. That the shipment of this order is subject to delays due to fire, flood, war, or any other causes beyond the control of S. F. BOWSER & CO., Inc.
6. That this order is subject to acceptance by S. F. BOWSER & CO., Inc., Fort Wayne, Ind.

## GUARANTY

S. F. BOWSER & CO., Inc., guarantee all their goods as represented in their descriptive Bulletins and if damaged in transit so that they do not work correctly, will make them right without charge. Furthermore, warrant them to remain in perfect working order for one year from date of invoice. This does not apply to electrical machinery or other apparatus, hose, rubber tires nor other articles not manufactured by S. F. BOWSER & CO., Inc.

TOTAL	\$
-------	----

In consideration of the shipment of the above listed goods, the undersigned agrees to pay S. F. Bowser & Co. Inc., the above named amount, same being price of said goods.

~~C. Q. B. FORT WAYNE, IND.~~

~~30~~ days from date of shipment.

90

Not the best terms

Did not  
secure  
Cash  
with  
order

WITNESS

SALESMAN

SALESMAN'S No ...

IF SHIPMENT IS TO BE DEFERRED, STATE DATE TO BE SHIPPED

PURCHASER.

191

*Received, to apply on above order,*

Dollars (\$  )

All orders are subject to the approval of S. F. Bowser & Co., Inc., Fort Wayne, Indiana. Nothing in this receipt is to be construed to mean an acceptance of the order. If for any reason the order is not accepted the amount paid will be refunded promptly.

S. F. BOWSER & CO., Inc.,

By

Salcama

191

We want our Salesmen to understand there is a place for every Bowser—Efficiency means getting the proper outfit in the right place on the most business-like basis.

## 80% OF QUOTA OR BETTER TO DATE.

JUNE 9, 1913.

This list covers the Salesmen who have secured 80-Per Cent. or more of the volume of business to-date required in the rules of the contest. The Salesmen with high per cents. only need to increase their volume of business to the required amount and they will be among the winners.

Name.	Office.	Per Cent.
J. G. Sterling .....	Minneapolis .....	86.84
L. Pack .....	Atlanta .....	83.37
E. P. Walker .....	Fort Wayne .....	83.03
H. F. Labbitt .....	Minneapolis .....	82.67
C. S. Robertson .....	Toronto .....	81.03
W. A. Lee .....	St. Louis .....	80.8
J. G. Moore .....	Chicago .....	80.43
J. A. S. Meyer .....	St. Louis .....	80.28
G. A. Merickel .....	San Francisco .....	80.25
G. W. Scott .....	Harrisburg .....	77.59
J. F. Lumsden .....	Dallas .....	77.57
W. L. Harville .....	Dallas .....	77.4
R. F. Shearman .....	Atlanta .....	77.09
D. Ward .....	Minneapolis .....	76.98
K. F. Hessenmuller .....	Fort Wayne .....	76.44
Geo. A. Steele .....	St. Louis .....	76.14
Max Heintze .....	Fort Wayne .....	75.77
W. N. Daniel .....	Atlanta .....	75.31
W. W. Morris, Jr. ....	Dallas .....	75.17
A. L. Byrd .....	Atlanta .....	74.91
H. Dalgaard .....	Harrisburg .....	73.93
A. B. Cornell .....	San Francisco .....	73.73
A. Anderson .....	Toronto .....	73.64
A. E. Merickel .....	Toronto .....	73.49
E. F. Klotz .....	San Francisco .....	73.48
H. A. Leonard .....	Chicago .....	73.21
F. H. Peebles .....	Harrisburg .....	73.2
W. L. Anderson .....	Toronto .....	73.08
H. D. Murdock .....	St. Louis .....	72.71
P. E. Traynor .....	St. Louis .....	72.47
J. C. Ward .....	Minneapolis .....	72.06
L. L. Patterson .....	Atlanta .....	71.25
R. E. Hawkins .....	Fort Wayne .....	71.17
T. J. Spurgeon .....	Fort Wayne .....	70.78
J. E. Homsher .....	Fort Wayne .....	70.49
W. N. Deming .....	Toronto .....	70.43
H. J. Jeavons .....	Toronto .....	68.72
W. H. Deicken .....	St. Louis .....	68.67
H. E. Bleecker .....	Toronto .....	67.93
W. C. Smith .....	San Francisco .....	67.65
F. W. Devereux .....	Albany .....	66.63
R. J. Coddington .....	San Francisco .....	65.86
E. P. Dolan .....	Dallas .....	63.11

Diligence Is the Real Fairy, back of Good Luck.



## 60% OF QUOTA OR BETTER TO DATE.

JUNE 9, 1913.

These Salesmen have secured between 60 to 80-Per Cent. of their quota to-date during the contest. What these men require is more business. If those with high per cent. will just get a bigger volume of the 100% orders they will stand a good chance of being prize winners.

Name.	Office.	Per Cent.
J. G. Roberts	Albany	85.62
W. S. Evans	Albany	85.15
R. F. Rich	San Francisco	81.71
W. J. Magrane	Chicago	81.3
A. H. J. Gossel	Fort Wayne	81.27
J. N. Finnerty	St. Louis	81.2
J. A. Price	Dallas	81.11
E. E. Lowe	Dallas	80.05
G. W. Wolford	Fort Wayne	79.45
L. McIntosh	Toronto	79.29
T. F. Waters	Atlanta	77.9
F. C. Schuster	Atlanta	77.68
E. R. Bird	San Francisco	77.5
W. F. Eastman	Albany	76.98
M. M. Wasser	St. Louis	76.74
S. A. Collins	Albany	76.72
E. Stevens	Atlanta	75.89
W. R. McCaughy	Toronto	75.46
W. B. Offerle	Fort Wayne	75.44
J. C. Hartsough	St. Louis	75.29
J. W. Lea	Fort Wayne	74.87
T. L. Smith	Dallas	74.68
A. S. Stata	Fort Wayne	74.07
A. J. Abbott	Fort Wayne	73.7
W. E. Grooms	St. Louis	73.6
W. R. Quarles	Harrisburg	73.58
J. M. Tucker	Dallas	73.51
C. W. Egner	Dallas	73.23
J. F. Bowlby	Dallas	72.44
J. F. Arnold	San Francisco	72.38
A. E. Greene	Harrisburg	71.93
C. R. Eggleston	Albany	71.75
W. B. Nelson	Harrisburg	71.29
J. S. Sheehan	Fort Wayne	71.01
R. C. Chatham	Dallas	70.92
J. M. Prigg	Fort Wayne	70.42
E. C. Ettinger	Minneapolis	70.36
J. F. Connolly	Albany	70.31
W. S. Jay	Atlanta	70.15
L. H. Lahon	San Francisco	70.06
D. W. McConnell	Albany	69.47

To the man who does the little things well,  
you may trust the big things.

Our idea is to fulfill always, every day, in the best way we know how, our mission, as manufacturers of Bowser Products, never to use poor material, and never in any way to allow any but the best of workmanship.

Your idea, as a salesman, should be to supply the Public with the Bowser Equipment best suited for the use to which it is put sold on a basis so the sale serves all concerned the maximum satisfaction.

#### PERSONAL EFFICIENCY.

Seneca, a great Roman writer and philosopher, once said, "We complain that life is too short, yet we live each day as if it were a thousand years."

The life of the average individual is principally occupied in rendering excuses, making explanations, and in listening to idle gossip.

The average man makes but little of his chances, which assertion is proved by the fact that few men in one day of eight hours often accomplish more than many men in a lifetime of seventy years.

Life is simply a matter of concentration. You are what you set out to be.

So, then, here is a recipe for improving the individual and evolving your life into success. Time is your only asset. Each moment is a golden treasure and the way you spend it shapes your life as an individual.

If you would simply devote thirty minutes each day to the study of some splendid idea, to the improvement of your mind, in obtaining a more accurate knowledge of your business, you would in a few years' time evolve into a giant of intellectual strength with power to follow any plan or idea to final and positive success.

Unless you know the value of each moment as an investment, each day that passes is only a stumbling block that sends you blundering on into the indifference, helplessness and decline of old age.

Then the question is—what are you going to do with each hour and what are you going to do with life? Are you going to drift through its wealth and beauty, satisfied with your inefficiency, incompetency?

In other words—are you going to be a failure and in the evening of life go down the other side without having accomplished some great and splendid thing? Are you going to use these thirty minutes each day, to know more, to learn more and to understand? It is up to you.

Opportunity is pounding a perpetual tattoo on your door and follows you with a club from the time of your rising to the time of retiring. The question is—are you to be a person or a personality?

The way you invest this half hour is going to decide, and your life's work will say if you have been a success or if your life has been a travesty—a mockery filled with indifference.

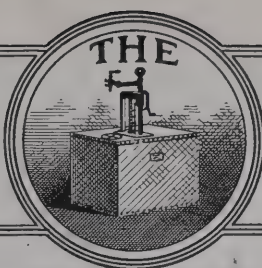
Do you believe in your work, in loyalty to your employer, in devotion to your business? Do you believe in honest service, in honest thought, in the divinity of the thing you do or the thing you sell? Do you intend to be an individual or a nonentity? As a man it is absolutely and entirely up to you. Are you going to get busy in becoming more efficient and when do you expect to begin?

These are the questions and thoughts we hope to suggest to you thru the efficiency contest.

We want you to realize the results of your efforts so that you will discard the worthless ones for those that bring profit and success to you. Study your business, your daily work and study its results.



BOWSER



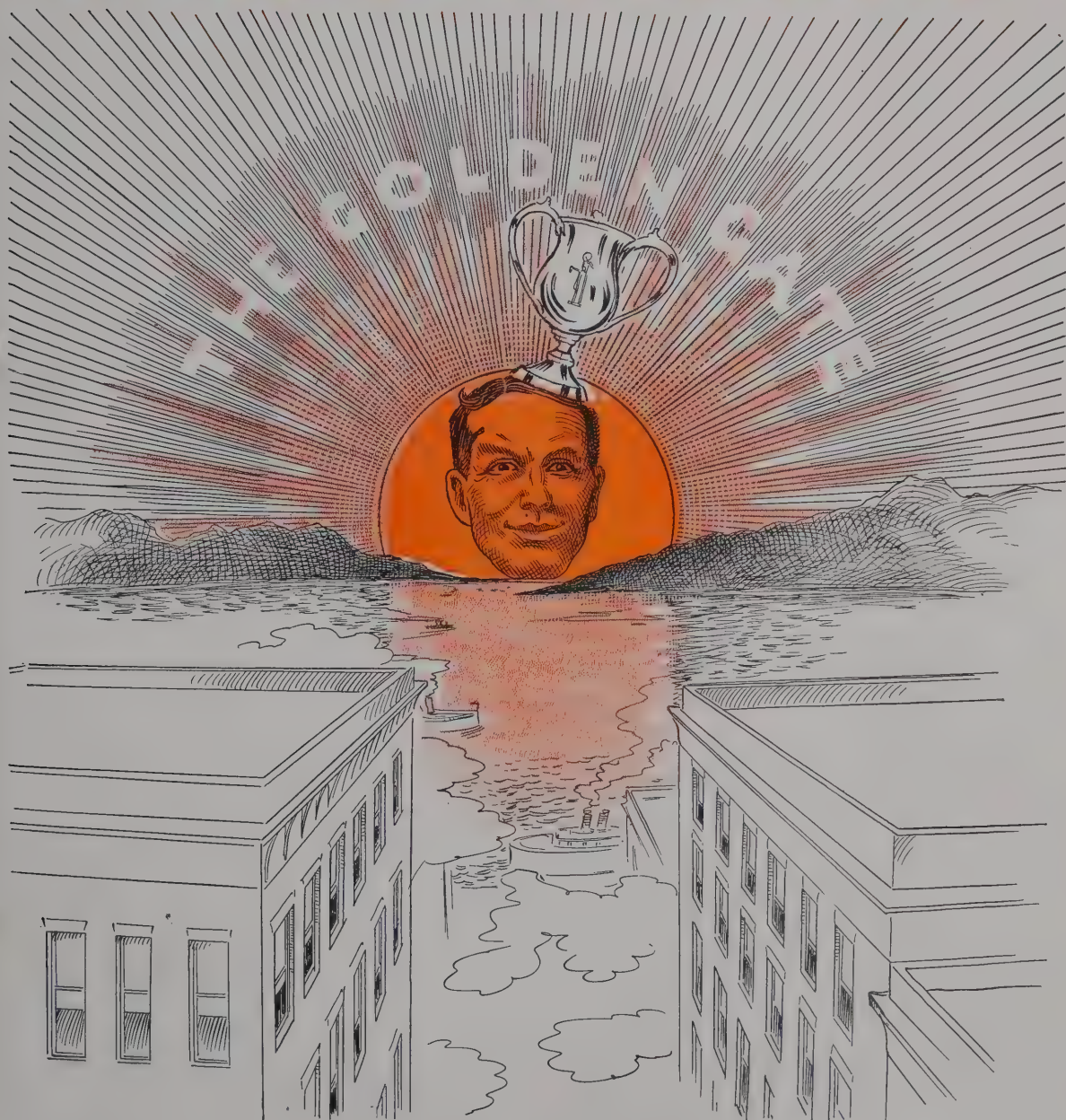
BOOMER

Vol. VIII

June 27th, 1913

No. 21

## It Looks Like Savercool



Oh You Pacific Coasters!



# Branch Office Standing

June 21st, 1913—24th Week

1. San Francisco
2. Minneapolis
3. Albany
4. Toronto
5. Dallas
6. Fort Wayne
7. St. Louis
8. Atlanta
9. Denver
10. Chicago
11. Harrisburg

It is remarkable how the San Francisco boys maintain the lead in one of the keenest Branch Office races we ever had.

Minneapolis, however, is following them closely. Albany is also making great gains and is only six per cent behind Minneapolis.

Toronto still holds fourth place, although Dallas, with only two per cent behind, has been strenuously striving to edge them out.

Then comes Fort Wayne, followed by St. Louis, who only lacks three and one-half per cent to tie them for sixth place.

The Atlanta bunch, the Dixie flyers who had first introduction to the cup, come eighth with an ardent desire for a return call.

Denver comes next, with only a lead of one-half per cent on Chicago. My, such a closeness!

Harrisburg follows and is the dark horse in the race. As soon as they become acclimated to their new office watch them throw in high and pass a few of the others.

You see, it is naturally confusing to come into the country, so to speak, after being in the glare of the bright lights on Broadway.

The Pacific Coast boys are indeed due great credit for the manner in which they have held the road. The race is but half run, however, and there is great probability of numerous changes being effected before the close.

Watch for some new records in our next issue.



N. A. RING  
Secretary of the Pacemakers Club, 1913  
Albany

In our last number announcing Mr. N. A. Ring as Secretary of the Pacemakers Club, we mentioned that he came with us February 14, 1908. In securing this information it was taken from an employment card which had been made out upon Mr. Ring's return to his territory after ten months' illness. His original employment card, in the meantime, had been misplaced and it was only after searching that we found the old record which shows that Mr. Ring came with us on August 15, 1899, and he will soon celebrate his fourteenth anniversary with S. F. Bowser & Company.

We are also pleased to announce that we were able to secure a late photograph of Mr. Ring, which is reproduced above. We hoped to have this in time for the original announcement, but Mr. Ring is very modest and to have his portrait made is an important event and a severe ordeal, which requires great consideration and preparation. He came through it in fine shape, however, but we are sorry to state neither the picture nor the reproduction does the subject justice. You will see for yourself, when you see him at the convention at the close of the year.

• • •

More PUSH than ambition is needed to operate a wheelbarrow.

## ANSWERS TO CORRESPONDENCE.

Worker—Sure! Every Efficiency sale you make substantially helps to increase your bank roll, but we don't dare to make individual admissions for fear of some ambitious and industrious salesman endeavoring to corner the Money Market.

• • •

Manager—Yes, Paller in a salesman is generally considered by good judge as a sure indication of sales ability.

• • •

X. C. Lent—Clever of you to close for 41, instead of 242, but haven't you overlooked the opportunity of including lubricating outfits also?

• • •

Minneapolis—Time and tide—according to old established precedent—wait for no man, but the Boomer will stop its press any time on signal to announce a PACEMAKER.

• • •

The Company received a letter from Mr. F. W. Meegan who has charge of our Engineering Sales at the Philadelphia office which he evidently intended for some one else. We answered the letter, however, in good faith, but strange to say we have received no reply.

If any of you want to know what it was about, ask Mr. Meegan, or write the Editor. It is too good to make public in the columns of the Boomer.

• • •

A Bowser Prospect is like a photographic plate. Before it is developed nobody can tell exactly what will be forthcoming. R. E. Hawkins of Cleveland is proving himself a splendid little developer. He recently sent in twin Private Garage orders each totalling 10 points.

• • •

Among the Bowser Sporting Fraternity, we do not wish our readers to overlook B. N. D. Milliron, who is continually making bets on various occasions. He recently made a bet with one of the stenographers, the wager being a box of candy. Mr. Milliron lost this bet, and unless he pays the wager, we will publish the incident in full in our next issue.

# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY

S. F. BOWSER & CO., Inc., FORT WAYNE, IND.

Edited by C. H. DAVIES

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS EMPLOYEES

JUNE 27, 1913

If the average man could have his own way all the time he would keep others busy getting out of it.

◎ ◎ ◎

We were asked for a terse little verse on the dangers of the tin gasoline tank. Here are two, for terseness we prefer the first.

Willie Rose used an old tin tank.

Willie Rose.

If you don't like that one, try the following on your piano:

An autoist used a round tin tank  
And forgot that it was loaded,  
Until he lit a pipe near by  
And the old tin tank exploded.

◎ ◎ ◎

We desire to direct your favorable attention to A. H. Gossell of the Fort Wayne Sales Department, who has been doing some very effective work in the northern part of Michigan. We are just in receipt of a splendid order for a public garage, amounting to 17 points. This followed three splendid private garage orders for 7 points each.

Mr. Gossell evidently intends to be with us at the Pacemakers' convention, and if he just keeps up this splendid work, there is no doubt in our minds that he will be there with bells on.

◎ ◎ ◎

T. J. Spurgeon, of the Fort Wayne Sales Department, has been doing some very effective work in Indiana. Although Mr. Spurgeon has had to be off his territory for about a month, he has nevertheless made the time count while in the field, and has his quota in points to date.

◎ ◎ ◎

Few of us have the courage to point out our own mistakes. This shows how brave our neighbors are.

◎ ◎ ◎

We are pleased to note the splendid business being secured by W. N. Thornburg.

Mr. Thornburg is a new Bowserite, but is thoroughly inoculated with the Bowser spirit.

When a fellow gets into the Pacemakers Club, he finds his cup of joy and peek of trouble are gradually equalizing with a slight tendency for the cup of joy to runeth over.

◎ ◎ ◎

Our old friend, J. H. Sheehan, of Cincinnati, is back in prize winning style.

Mr. Sheehan has been with us a number of years, but is doing a better business this spring than any time previous. Long live the Irish!

◎ ◎ ◎

We are indeed pleased with the splendid business being received from J. F. Lunsden of the Dallas District. One mail brought 50 points of store orders. They consist of seven underground outfits for a chain of Massie Stores.

A special Boomer reporter was sent to interview Mr. Lunsden, who kindly gave the following for publication, which we think has considerable to do with Mr. Lunsden's success. The slogan follows:

## YOU SHOULD WORRY.

Do not mind the knocks when they pound,  
They should not bring distress,  
For failure likes to hang around  
And throw things at success.

◎ ◎ ◎

J. O. McCracken, who takes care of the Bowser business in the capital of Ohio, is Bowserising the Buckeye city in a splendid style.

We look for his early advent into the Pacemakers Club.

◎ ◎ ◎

The Bowser is the short cut to prosperity and profits.

Yet there are some who prefer to go around the Horn.

If we can't persuade them not to—let them. Time and Money both of which a Bowser saves, is too valuable to waste on a dead one.

◎ ◎ ◎

## COWS AND COWS.

No wide-awake dairyman keeps a cow that gives poor milk. It costs as much to feed and milk her as the animal whose milk is rich in butter fat. Of course the original cost of the good cow is a little more than the poor one, but she pays it over and over again.

Now a poorly conducted oil kept with makeshift tank takes heaps of time and trouble and makes the oil business a nuisance. While a reasonable investment in Bowser outfits would produce rich returns and fat profits. GET THE POINT?



**FORTY HIGH MEN—JUNE 23, 1913.**

E. L. Milliron.....	Eng. Sales
W. V. Crandall.....	San Francisco
M. C. Benham.....	Minneapolis
N. A. Ring .....	Albany
J. H. Armstrong.....	Eng. Sales
A. E. Moffatt.....	Toronto
A. E. Darlin.....	Minneapolis
Lewis Smith.....	Albany
H. Beique.....	Toronto
T. C. Potts.....	Fort Wayne
G. W. Scott.....	Harrisburg
S. A. Collins.....	Albany
F. H. Peeples.....	Harrisburg
E. F. Klotz.....	San Francisco
G. H. Reuben.....	San Francisco
R. L. Matthews.....	Dalles
W. C. Smith.....	San Francisco
E. B. Bachman.....	Atlanta
R. H. Sherlock .....	Chicago
E. J. Murphy.....	Toronto
A. L. Casey.....	St. Louis
F. E. Walters .....	San Francisco
P. W. Lawther .....	Dallas
A. F. Todd.....	Atlanta
W. S. Johnson.....	San Francisco
S. D. Stoddard.....	San Francisco
H. A. Leonard.....	Chicago
C. M. Carpenter.....	Albany
M. C. Bramham.....	Minneapolis
F. H. Richardson.....	Albany
James Ward .....	Minneapolis
L. F. Loeffel.....	Atlanta
C. F. Comstock.....	Harrisburg
W. N. Deming.....	Toronto
A. G. Hartgen.....	Harrisburg
E. J. Lovaas.....	Minneapolis
H. J. Jeavons.....	Toronto
J. M. Davis.....	San Francisco
A. L. Byrd.....	Atlanta
J. G. Sterling.....	Minneapolis
G. H. Schnabel.....	Chicago
W. J. Magrane.....	Chicago
R. J. Coddington.....	San Francisco

H. Dalgaard, of the Harrisburg office, has the honor and distinction of having sold Mrs. Wm. K. Vanderbilt, Jr., a complete Bowser equipment for her Westbury Station, New York, home. The equipment consists of one six-barrel Cut 41 and two one-barrel Cut 52-B's.

This is another name added to the already long list of American celebrities who are Bowser users. We congratulate Mr. Dalgaard on the nice order.



The report comes from Wichita that to hasten the harvest in Kansas, the farmers are cutting wheat by moonlight, with an average of 20 bushels to the acre. Murdock "should worry" he will get his.



Sheridan said when we finished his ride that it was a wonderful horse that made it possible. Benham said after he made the Club—it was a wonderful Product that made it possible.



We are delighted indeed to welcome two of our old boys back into the sales organization who have not been with us for several months.

We refer to R. Eugene Chrono, of Texas, and George H. Hull, both of the Dallas district.

They are both full of old-time ginger and have started off in prize-winning style. The following is an interesting instance of Mr. Chrono's persistency :

He went to Caldwell, especially to see a prospect who had told a previous salesman he would buy as soon as he had seen the battery we had installed for Meyers Hardware Co., Bryan, Tex.

He learned upon arrival at the depot that his prospect had just been married that day and he and his bride had just taken the train he had arrived on. He just had time to catch the train, located his prospect on the train and approached him upon the subject of tanks in connection with matrimonial ventures and was told "he had no desire to talk business today, but that he wanted the tank and for us to ship it to him in 30 days."

It was a verbal order from the buyer of a well rated firm (F-3) and under the circumstances could not well afford to bother him with showing a model or asking for signature on an order.

The order amounted to 30 points. This is a splendid specimen of good salesmanship and we congratulate Mr. Chrono on the good work.

# NOW!

The great Races for the Directorship  
every District has a chance for

By the time this reaches you the first half of the year will have slipped by. Our message to you is to do your most for the year by August 1st 1913. Do not depend on the last few months or the close of the year to roll up a big volume. Get into your work now. Expect results and get them. Aim for the Directorship.

“Now, go to it, boys! June, of course, will be a busy month. July and August are close at hand. We must prepare now for the coming year. Go out of business during the summer months—people are busy. Make the list of “live-wire” Salesmen—something doing all the

## Strive to be a P

## SO

ships are on. Every man in  
one of these positions of honor.

will be gone. You know how the other six months will  
work NOW. Get in your five hundred points before  
make the Club. Secure membership early and use the  
it with determination and make the next half count.  
ur district.

month. The stage is already set for that, but July and  
summer slump—that it does not hit us. Folks do not  
inue to live and consume. Remember, you belong to  
.”

emaker—PLUS

GET BUSY—NOW!



# A Live Worm that Wiggles will attract

## SPORTING SECTION.

We have finally had to come to it. The clamoring for a sporting section has become so insistent and persistent that we have decided to take on the new department. We have so many live wires in the field that we are daily deluged with new records of all descriptions. We will take care of them, however, as best we can with our present equipment of ten presses, fifteen reporters and 30,000 feet of floor space. So send in your items, boys.

• • •

## FISHING.

A Fisherman is a Job, a Dumas and an Ananias fused into one. He must have patience to fish for hours, an imagination strong enough to see fish on a fishless string, and versatility in stretching a quarter-inch perch to a fifty-pound musky. Fishing is hard on socks and trouser bosoms; one or the other is bound to get waterlogged. Hence, since so many chasers step into his system from these sources, the Fisherman must balance things with something to chase. This stuff, labeled bait, comes in bottles or jugs and is injected between the lips.

We have been told that—

From Ananias to Dr. Cook the historic experts at exaggeration have been fishermen.

You wouldn't think that a man like Potts with world record in Salesmanship staring him in the face would have the nerve to stage anything so crude, as the following fish story

when he knows all of the successful candidates for admission to the famous club founded by Mr. Roosevelt have been men with a weakness for fishing.

Fishermen's tales are proverbially mendacious, but this is the last straw.

Carefully collected statistics based on information kindly supplied by 1000 fishermen's wives indicate that fishermen husbands are subject to the following classification:

Those who believe they have caught the largest fish.

Those who believe they have caught the biggest fish.

Those who believe they have caught the longest fish.

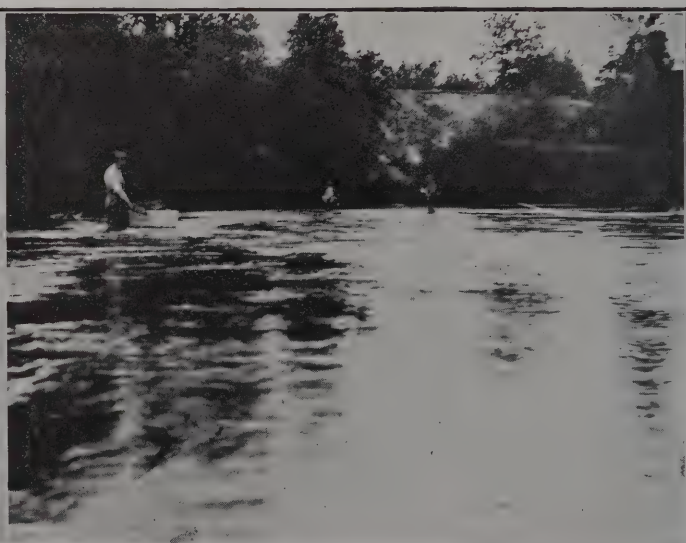
No fisherman's wife would admit this to her husband, for it's the truth that hurts, and she instinctively shrinks from giving pain to others.

The following story, however, was not supplied by Mrs. Potts:

On May 3rd, 1913, one T. C. Potts, Cleveland salesman for S. F. Bowser & Co., while fishing in the Pere Marquette river, near Baldwin, Michigan, at a point just above what is known as the Brickyard Pool, hooked and landed a rainbow trout, weighing ten (10) lbs. eight (8) ounces.

This trout is said to be the largest specimen ever taken from that stream with hook and line.

## A FEW FAMOUS BOWSER FISHERMEN AND THE STREAM THEY FISH IN.



T. C. Potts E. J. Little S. B. Eechtel H. J. Armstrong

Pere Marquet River Near Baldwin, Mich.

IS IT any wonder the fish become hypnotized at this bunch?

## more fish than a Dead One that doesn't.

A Mulliken diamond wound fly rod, weighing  $6\frac{1}{2}$  oz., a nine (9)-foot single gut leader with No. 1 Colorado spinner, was used to combat this baby, which was landed after a struggle lasting about thirty (30) minutes.

The above statement was signed and sworn to before me, a Notary Public in and Cuyahoga

County, in the State of Ohio, this 15th day of May, 1913.

LESLIE O. CARR, SR.,  
Notary Public.

[SEAL]  
Since it has been legally sworn to under the majesty of the law of this Great American Republic, we take off our hats to the celebrated T. C. Potts, the world's champion long-distance Rainbow Trout Hooker.

### THE WORLD'S CHAMPION LONG DISTANCE RAINBOW HOOKER.



Salesman T. C. Potts, of Cleveland, who caught the largest Rainbow Trout of the season. Weight of fish,  $10\frac{1}{2}$  Lbs.; length, 32 inches; girth measure,  $16\frac{1}{2}$  inches.



The Editor of Field and Stream, who is a national authority and referred to in such matters, informs us that the largest rainbow trout entered in the big fish contest so far this year weighs 8½ pounds and this contest is open to the entire United States.

Believing you may desire to see a few comparisons of fish catching in our own camp the following records may serve to assist you in getting a conception of this whale.

The largest Rainbow ever caught by Dunk weighed 3 lbs. 12 oz.

The largest Rainbow ever caught by Beehtel weighed 2 lbs. 7 oz.

The largest Rainbow ever caught by Little weighed 1 lb. 11 oz.

The largest Rainbow ever caught, by Herb Armstrong weighed 6 lb. 2 oz.

You can readily gather from the above statistics that this fish is as large almost as the combined catches of the entire Bowser organization—which is “going some.”

• • •

Whenever any members of the Bowser Live-wire-livebait-livefishing Club starts out on one of their frequent angling expeditions, finny denizens of the waters invaded know there is going to be powerful persuasive arguments made to hook them.

The edifying part of the excursion to us is when the members bring proof of their prowess in the shape of big stories, big pictures and big fish. We have never heard of a trip that was not fraught with harrowing escapes and incidents of the big one that got away.



Bob's Fish Picture

R. S. Johnson is some angler, both for business and for fish and it seems as though he generally combines a fishing trip with a business trip if he ever does go fishing.

He was called to Marquette, Mich., on a business deal and as Marquette is the home of rainbow trout, he decided to try his luck. We

understand that when he reached the stream, the rainbow and steelhead trout were gathered in such numbers that they actually crowded one another out of the water, and the state employs three wardens at that point, two to push the stranded fish back into the water and the third to see that the fishermen do not violate the laws of the state. In fact, the fish bit so viciously, that Bob had to hide behind a tree to bait the hook. This in truth is one of the biggest fish stories we have heard this season.

### DRAWS ON THE IMAGINATION.

“Do you think fishing is a congenial recreation for really brainy men?”

“Undoubtedly; it takes a pretty smart individual to think up new stories every time to tell when he gets home.”

### REAL SALESMANSHIP.

“Salesmanship is getting people to buy quality goods.

“When a man buys a cheap article, he feels good when he pays for it, and then feels rotten when he is using it, but when he buys a quality article, he feels good every time he uses it, and he thinks about the quality after he forgets the price.”—Pete Crawther.

• • •

Dear Editor:

Your letter of the 23rd at hand, from between the lines I can see very clearly you have become VERY MUCH interested in “Arkansaw.” Well it is an interesting place, the most of interest these days “hereabout” is mosquitoes, flies and malaria. Quinine is more in demand than Bowser tanks and they are going some, we put across eight orders amounting to over 80 points in the last three days. It’s hot in Arkansaw; no trouble to perspire. My hide is so full of quinine the laundries refuse to accept the towels. That’s some bitter “isent” it no matter for “fishin’” is good. Why wouldn’t you believe it? You can thro wa line out here in Arkansaw most any old place and get a fish, no difference if your hook “haint” baited.

Now Herb Armstrong can’t beat it in Michigan can he, C. H? (Don’t tell J. G. R. and might be well to keep it from S. F. for I have not noticed his “catch” in the “Boomer” yet—this season).

Now, this “fishin’” business is all hearsay, of course. I haven’t tried it out, but the truth is Davies, I have a mighty “hankerin’” after the gentle cool refreshing breeze that blows over these beautiful lakes up north near my old home.

Yours,

W. A. ALLEMANN.

• • •

Never send a fool on a fool’s errand. Go yourself.



**BELIEVED IN BEING TRUTHFUL.**

He had had bad luck fishing, and on his way home, he entered the butcher shop and said to the dealer: "Just stand over there and throw me five of the biggest of those trout!"

"Throw 'em? What for?" asked the dealer in amazement.

"So I can tell the family I caught 'em. I may be a poor fisherman, but I'm no liar."

**BAT 'EM UP.**

The reason a certain Mr. Cobb is more dangerous than eight others on the same ball team is a simple one—good judgment. He doesn't leap in the air after the high ones, nor strain his back for the low ones. He knows and will avoid the fadeaway and the drop, and believe us, there are commercial drops, fadeaways and spitballs. We meet them in the tank selling business. Let the bad ones go by, like Mr. Cobb. It will help your batting average. But if you want to make a killing, when you see a real live one come straight over the plate, go to it with both feet—and the bat.

**JUST TRY IT.**

The fact that you know it can't be done doesn't prove anything. It was once an accepted scientific fact that an iron boat couldn't float, but they did. Some years ago, when baseball pitchers began to talk about curved balls, a number of learned Chicago professors arose and proved, scientifically and conclusively, that it couldn't be done—that no man could control the course of a ball through the air after it had left his hand. Whereupon a delegation of the baseball fraternity took the learned professors out to the ball grounds in a carriage, and showed them three stakes, set in the ground in a straight line. Then a square-jawed, red-haired pitcher threw a ball to the left of the first stake, to the right of the second stake and to the left of the third. He did it again and again, grinning irreverently all the while. And the learned professors went sadly home and thought it over.

It is not what people say about you, but it is what you are that counts. The only person in

all this world whom you should aim to satisfy, is yourself. You alone know your failings and your weaknesses. Other people know your outward appearance, your actions, your deeds. You, and you alone, know your motives, your ambitions, your thoughts. You know yourself whether you put forth your best efforts as your most sincere endeavors. You alone know whether you are making the most of your time.

Look yourself straight in the face this morning, in your own mind's looking glass. Ask yourself whether you are satisfied with your accomplishments and whether you do not think you could do better. Analyze your own conduct in all matters and ask yourself what you would think of the other fellow, if you knew him to be what your opinion of yourself is. Imagine that you are employed, and answer honestly whether, if he knew as much about you as you know yourself, would he discharge you, or would he raise your wages?

If you do this conscientiously, there are many things you will do differently. It will enable you to see your weaknesses and will prompt you to do better.

**Get to the Point**

Get right down to the point.

It means the difference between failure and success for you.

The man who allows himself to become side-tracked is lost.

The critical moment arrives, and he is not ready to seize it.

Another who has learned to get the point, grasps the opportunity and builds it into success.

Take command of yourself and keep your mind focussed on the Main Point.

Don't dawdle. Every moment spent in drifting, represents time and strength wasted which should have gone to building up your success.

Train your mind to select the important part of your work and endeavor to improve each item of it.

Don't be satisfied with merely good work, make every sale the best order possible under the circumstances.

It means more commissions for you and a Bigger Bank Account.

We are indebted to Mr. McFarland of the Dallas District for the following poem.

There is no signature attached to the poem, and for this reason we cannot state who the author is. However, this will not detract from the enjoyment and profit of our readers to whom we are very glad to pass it on.

#### THE CALCASIEU FROG.

Two gay young frogs from inland bogs,  
Had spent the night in drinking,  
As morning broke and they awoke,  
While yet their eyes were blinking,  
A farmer's pail came to the swale,  
And caught them quick as winking.  
Ere they could gather scattered senses  
Or breathe a prayer for past offenses,  
The granger grave—that guileless man—  
Had dumped them in the milkman's can;  
The can filled up, the cover down,  
They soon had started off to town.  
The luckless frogs began to quake,  
And sober up on cold milkshake.  
They quickly find their breath will stop,  
Unless they swim upon the top.  
They swim for life and kick and swim  
Until their weary eyes grow dim;  
Their muscles ache, their breath grows short,  
And gasping, speaks one weary sport—  
“Say, deal old boy it's pretty tough  
To die so young. But I've enough  
Of kicks for life. No more I'll try it,  
I was not raised on a milk diet.”  
“Tut, tut, my lad,” the other cries,  
“A frog's not dead until he dies;  
Let's keep on kicking, that's my plan,  
We may yet see outside this can.”  
“No use, no use,” faint heart replied,  
Turned up his toes and gently died.  
The braver frog undaunted still,  
Kept kicking with a right good will,  
Until with joy too great to utter,  
He found he'd churned a lump of butter,  
And climbing on that chunk of grease,  
He floated round with greatest ease.

#### MORAL:

When times are hard—no trade in town—  
Don't get discouraged and go down,  
But struggle still—no murmur utter—  
A few more kicks may bring the butter.

◎ ◎ ◎

Mr. Witherspoon, a new salesman in the Dallas District, is making quite a record for himself, and we are ready to expect big things from Mr. Witherspoon.

◎ ◎ ◎

Jack Spratt liked a Cadillac,  
His wife was an Auburn crank  
And so you see betwixt them both  
They used a Bowser Tank.

We would like to iterate and reiterate that everyone loves a fat man. This is proven by the way people are stampeding to give Guy Wolford Bowser orders. Guy is built like Taft, with a disposition like a June bride.

◎ ◎ ◎

Let your mind be full of purposes instead of wishes.

◎ ◎ ◎

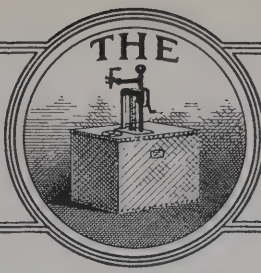
Our Mr. E. D. Eggimann, Manager of the Collection Department, whom most of our salesmen have met, and those who have never met him have received letters from him, is affording his friends considerable amusement lately and the story is too good to keep.

Mr. Eggimann reads the Ladies Home Journal very religiously, and read an article entitled “Back to the Farm.” Ed became very enthusiastic over the project of going back to the country and could picture, as he read the article, money rolling in from the sale of butter and eggs and other produce. Ed never would take a prize at a fat man's show, and could also picture himself gaining in avoirdupois, as he drank the fresh, rich milk and cream that he would be able to secure. The result was he trade his city home for a farm on the outskirts of the town.

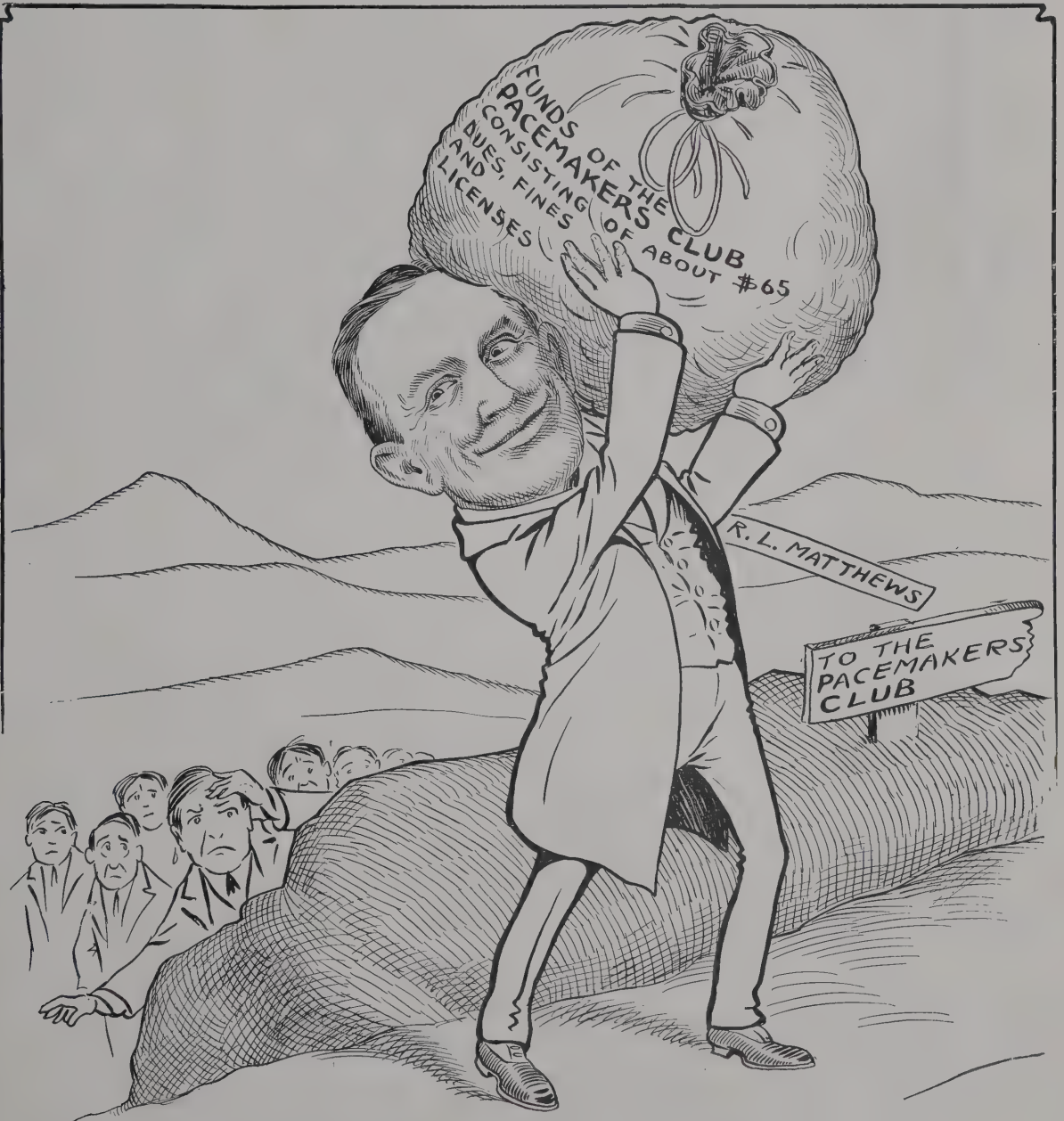
He bought a horse and cow and some chickens and a pig, all of which were duly installed on the premises.

In the purchase of the cow, however, the proposition of milking her came up, and as Ed had no previous experience along this line, and never had his wife, they arranged with his father-in-law to do the daily milking. The day the cow was purchased, however, the father-in-law met with an accident on a trolley car, which rendered him unable to fill his milking contract. Under these distressing circumstances Ed decided to do the work himself, but was so offensive to the cow that she refused to stand for the operation, so our farmer friend has to depend on his neighbors to come over and do the work for him, and when they cannot come, Ed leads the cow to them.

One of the farmer's neighbors has been trying to teach Ed, but he says that Mr. Eggimann has not got the right squeeze.



# The Treasurer Is Elected



R. L. Matthews of Dallas has secured the Treasurership and will have the pleasure and excitement of juggling the club's money for 1913





**R. L. MATTHEWS**  
Dallas District, Treasurer Pacemakers  
Club, 1913.

It is a pleasure to us indeed to announce in this issue the arrival of our new Treasurer for the Club, Mr. R. L. Matthews, of Dallas. Mr. Matthews is comparatively a new man in the organization, having been with us only eighteen months.

He required very little working over to fit our organization, as the ideals and the policies of the firm were those he, himself, had long admired and aspired to.

Mr. Matthews has done a remarkable business since he came with us and has earned the high honor he has obtained. The business ability he has displayed in taking care of the Bowser business is satisfactory evidence of his ability to look after the money matters of the club, and we have every confidence in his ability to handle our cash carefully.

Mr. Matthews has never visited the factory, and it will be a double pleasure for us to welcome him as a Pacemaker and our Treasurer upon meeting him for the first time.

The Bowser Products, which have become the standard in their class throughout the world, made by a factory and organization unequaled in its kind, and supplying a demand for a product that is constantly growing, present a present future prosperity for you beyond your wide estimations if you but cultivate your present opportunities.



**A. E. DARLING**  
Director Minneapolis District  
Pacemakers Club, 1913.

The Bowser Sales Force hardly needs an introduction to our Darling, who was the first salesman to secure a directorship, and who secured this honor in one of the most exciting districts—Minneapolis.

We wish to congratulate Mr. Darling in securing this position of trust, and hope that he will be successful in securing other honors during the year.

Mr. Darling, who covers Minneapolis and vicinity, came with us June 19, 1911, and has always done a successful business. Although he was a Pacemaker in 1912 he has beaten his last year's record by becoming a Pacemaker more than four months earlier than he did last year and securing the directorship of Minneapolis.

We are going to run several extra copies of this edition to supply his admiring friends who last year clipped his picture for their desk decoration.

We congratulate Mr. Darling on his great achievement and wish him continued success.

### OFFICE STANDING July 5, 1913—26th Week.

SAN FRANCISCO

MINNEAPOLIS

ALBANY

TORONTO

DALLAS

FORT WAYNE

ST. LOUIS

ATLANTA

DENVER

CHICAGO

HARRISBURG

### BRANCH OFFICE RACE.

Boys get behind your managers and win this Cup.

Don't sit on the fence and watch the race go by—join in with your best efforts so that at the finish you can appreciate the fact that your work counted.

Frequently you will find in organizations of all kinds, corporations, lodges, clubs, etc., members who sit back and look on doing little but always ready to denounce, revile, reverberate, scorn, pass judgment, prophesy, and gently Pooh Pooh or give but faint praise to everything progressive attempted by the Live Ones. You will never find such fellows, individual successes.

We have no desire to suggest that we have any such type of men in the Bowser organization. In fact we are looked upon by the Commercial world as one of the liveliest, most enthusiastic Sales forces in the country.

But are not some of us inclined to hold back in the traces during the hot weather.

Let us all get up into the collar. Determine to make your district win or bust a tug trying.

### A LETTER FROM OUR TREASURER.

Waco, Texas, June 20, 1913.

Pacemakers Club:

I am informed from the Dallas office that I have been elected to the higher office of Treasurer and I assure you that this is pleasing news to me. While I have worked pretty hard it has been pleasant work and it is my experience that the harder you work the happier you are in selling Bowser Products. I have simply never let up on a prospect that I have had until I have had him sold or knew that he was a hopeless case. If I live and nothing happens it will be my pleasure to be with you all at the big Banquet in January, and to meet and know you all personally.

Yours truly,

R. L. MATTHEWS.

### FROM THE "SHOW ME" STATE.

Dear Editor:

I heard of an instance this morning in talking with one of my salesmen, which shows that the automobilist is becoming convinced that the "Red Sentry" offers an opportunity to secure good gasoline.

In talking to a prospect in Illinois recently, Mr. Platt, one of our salesmen, found that this prospect would not purchase an underground outfit for the reason that he could sell just as much gasoline if stored above ground, and while they were talking the matter over an automobile filled with passengers drove up and asked the prospect if he had a "Red Sentry" outfit. The merchant replied "No," at which time the automobilist drove away up the street to look for good gasoline.

It seems a peculiar incident that such an occurrence would happen while our salesman was in conversation with a prospect, but it did not take Mr. Platt long to get an order for our equipment.

GEO. H. HASTINGS.

District Manager.

THE director's contest is a golden opportunity for you. All who enter into the spirit of this contest are bound to be winners—not that you can all land the office—but the struggle will add to your ability, increase your efficiency and strengthen your salesmanship, a splendid record which means accrued commissions in future efforts. The satisfaction of having put forth your best endeavors is alone worth the efforts. Boys, did you ever stop to think that it's the difficult tasks that make men?

By doing the hard work you develop capacity for it, and when by persistent effort and a brave struggle, you have made good, you have not only accomplished big work, but what is more important—you have developed ability for bigger things in the future.



# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY

S. F. BOWSER & CO., Inc., FORT WAYNE, IND.

Edited by C. H. DAVIES

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS EMPLOYEES

JULY 10, 1913

The wages of carelessness is failure.

◎ ◎ ◎

We recently had the pleasure of meeting Hon. Thos. Owens, Mayor of Angola, Ind. We noticed they all boost goods made in Angola. Now Bowser goods are not made there, but Bowser Salesmen Wolford and Ettinger were, so what's the dif? It's all the same in Dutch. Mayor Owens is a Bowser Booster.

◎ ◎ ◎

Mr. Nelson has struck his pace now and is determined to be one of the members of the "Pacemaker's Club" for 1913. The week just past was also a very good one for Mr. Nelson, he having sold a little over 20 points. Mr. Nelson has been very successful in securing "C. W. O." and at the present time has several mighty fine prospects in his territory which he expects to close shortly.

◎ ◎ ◎

Mr. Chase and Mr. Runyan called to see a prespect recently who would buy only under certain conditions. They were able to fulfill these conditions, namely: to get permission from the council to install a 12-bbl. outfit similar to our Cut No. 241, on the main thoroughfare in the city.

Messrs. Chase and Runyan secured this permission from the council, getting the customer's order for a 12-bbl.  $\frac{1}{4}$ " tank, together with a Cut No. 241 Pump, "C. W. O." for the full amount.

This order was secured after 11:00 o'clock P. M. and on the "quiet," Messrs. Runyan and Chase came home wringing wet getting caught in a thunderstorm.

We guess either of them would take a ducking any time for an order like that.

## WITH THE ACCENT ON THE FISH.

Ed Little says Potts evidently understood it was to be a fish-en-cy contest instead of an "efficiency" contest.

◎ ◎ ◎

Because Mr. Darling, who will handle the Club's coin this year is 6 feet 2 inches tall, would you call it "high financing?"

## OUR CURRENCY.

(From a Financial Bulletin.)

The whole country is interested today in the subject of currency legislation, and it looks now as if it would be possible to enact a new financial law within a comparatively short time. It is of the utmost importance, however, that the National Bank Act should not be abandoned until a thoroughly acceptable system is devised. After getting along for more than half a century with the present law it would be worse than folly to give up a system that we know about for one concerning which a large portion of the community is in doubt.

Let us add:—

The next six months is sure to be an important period in the financial and industrial development of the Bowser sales force effecting the national currency as a great deal of financial history will be written by Bowser Salesmen before the year ends. Speaking broadly, it may be said that the changes will be for the better. They will be of a constructive nature.

They will be enormously influential in extending our relations with foreign markets, and in other ways promoting our material progress.

The word to Bowser Salesmen at this time, however is to **GET YOURS NOW**. What we mean by that is: Don't dally along, but get into the club early.

◎ ◎ ◎

The recent holiday brought to us several notable visitors, among whom we mention Messrs. Amsden and Dorsch.

Mr. G. R. Amsden is assistant to Mr. Runyan at the Philadelphia office and spent the Fourth at his home in Hartford City, Ind.

Mr. A. W. Dorsch does special work under the General Sales Department and just returned from Nebraska. He spent the glorious Fourth at home with his family in Logansport, Ind.

◎ ◎ ◎

Ye editor and Mr. Beall of the Engineering Sales Department, spent the Fourth at Lake James, Ind., and we are pleased to report that both the boat lines at the lake are Bowser users. We mention this as a hint to our boys who have any summer resorts in their territory, to be sure and see that the boat lines and launches are supplied with Bowser equipments.

◎ ◎ ◎

F. A. Knoche, who is superintending the installation work of The Westinghouse job at Pittsburg, spent the Fourth at home with his folks at Fort Wayne. Fred secured some dandy photos of the Westinghouse installation which we will give to you in the Boomer soon with an interesting account of the work.



## OUR SUMMER SALESMANSHIP SCHOOL.

## (Lesson on Studying the Prospect)

"Nature," said Mr. William Mann, our instructor in Salesmanship, as he turned from the blackboard and dusted the chalk from his fingers, "is our most important study—we should even study the modulation of our voice," "squelching language," remarked Beall "in our every demonstration," pursued Prof. Mann without noticing the interruption, "we should strive to maintain a register of voice in harmony with the nature of our prospect." "Nature keeps to the lower register; the voice of the river, the note of the cataract, the roar of the rapids, the cry of the falling tree, the rumble of the avalanche—lastly, the 'diapason closing full in man.' No man of real dignity, said Aristotle, could ever be shrill of speech. And all this, ladies, is apropos of what?"

"Bowser registering measures," said Ralph Corey. "Precisely," said Prof. Mann. "These little things signify much and have great convincingness; and it is by making comparison, as invidious as you please, that we learn to distinguish between the false and true, though they be divided by a single hair."

"Going some to-day," whispered Bill Jenkinson to the Editor—but just then the 'Prof' called, "five minutes' recess."

The following are the salesmen attending the school this week: O. P. Amann, C. K. Collins, P. E. DeVries, E. A. Garver, O. T. Higgins, H. L. Meyers, D. H. Powers, T. J. Spurgeon, O. V. Starr.

◎ ◎ ◎

It looks as though J. G. Roberts, of Albany, is in line for big things this year. At least he is in a very receptive mood.

◎ ◎ ◎

We take our hats off to F. H. Richardson and Lewis Smith, of Albany, for their consistency in business getting. They are there with this "efficiency" stuff too, believe us, and we compliment them on it.

## BUSINESS STILL KEEPS.

Manager D. A. Corey is now in the East. When he returns we hope he will have a big package of Boomer items for us. Why shouldn't he when he stopped off at Pittsburgh where they made so much history last year.

It has been said that a cynic is a man who knows the price of everything and the value of nothing. To our notion this defines those who do not use a Bowser.

◎ ◎ ◎

President S. F. Bowser has just returned from an Eastern business trip to which he added considerable pleasure. On his route he also saw salesmen Eggleston and Devereux.

Mr. Bowser states he is very glad to note so many of the boys are profiting by the suggestion of Manager Polhamus contained in his letter of a year ago in regards to "Creating Business" which letter appeared in the Boomer.

Mr. Bowser states that several of the salesmen are now selling "Red Sentry" (Cut 241) to Cigar Stores and Bowling Alleys. And why not? The Bowser Way makes gasoline pay; it keeps the gas right to the motorists' delight.

There's more profit in serving a car than selling a cigar and the Sentry brings a sale for both.

The salesmen that consummate a sale of that sort is a real Business builder.

◎ ◎ ◎

Our old friend J. P. O'Niel, of the St. Louis Office is a visitor at the factory this week and we were all glad to see him. He said he was thinking of us last week. We asked him on what occasion and he said he attended a Dog Show. The mean thing! Then he turned around and asked Shulze what car he bot'? Shulze told him and he said, "Oh, you haven't got much."

Then Shulze began to tell him how nicely the transmission was encased and Jim said, "It was a good thing it was fool proof." Isn't he the limit. We wonder how Mrs. O'Niel has put up with such a disposition as Jim's.

◎ ◎ ◎

It is with considerable regret that we report the illness of Ralph Hershel Mauk, assistant to Manager Little of the Fort Wayne Sales Department. Mr. Mauk is known to most of the salesmen as he has been with the Company about six years. He has served in various departments and was manager of the Order Department before connecting with Mr. Little's office the first of the year succeeding Mr. Baker. We hope for his speedy recovery.

◎ ◎ ◎

Mr. E. P. Walker of the Fort Wayne Sales Department is doing splendid work. 100 Points a month is pretty good business for just a new, young fellow like E. P. Let's see, this is his twentieth summer with us. Congratulations to you, Old Timer.

# Be A Pace

Scarcely six months more and this year is over. One-hundred and fifty days until the close.

*Will you be one of the prize winners?*

*Will you be one of the three in the green?*

*Will you be one to head the list?*

These final weeks will be the ones to determine the great opportunity to you. Work with every power for the next six months. The results depend on your work. *Don't overlook a single possible purchase.*

Don't be satisfied with merely becoming a

The Big Offices are now all filled. The only way to secure a position of distinction and special honor is by determination to win one of these standings: *Pacemaker—Plus.*

## Only 150 Days More

# maker---Plus

work will be past history. Just think only  
y twenty-one solid weeks.

*volume of business?*

these questions. Every day until the end is a  
of energy and ounce of brain tissue you possess  
work—hard, well planned, ambitious, steadfast

maker—*Be a Pacemaker—Plus.*

orships, however, offer golden opportunities to

Are you in the running? Swing in with a  
are the man to do it. Prove it by being a

## —No Time To Lag.



**FORTY HIGH MEN.**

July 7, (Inc.) 1913.

W. V. Crandall.....	San Francisco
M. C. Benham .....	Minneapolis
E. L. Milliron .....	Engr. Sales
N. A. Ring .....	Albany
J. H. Armstrong.....	Engr. Sales
A. E. Moffatt .....	Toronto
Lewis Smith .....	Albany
A. E. Darling .....	Minneapolis
T. C. Potts .....	Fort Wayne
S. A. Collins .....	Albany
G. W. Scott .....	Harrisburg
H. Beique .....	Toronto
G. H. Reuben .....	San Francisco
E. F. Klotz .....	San Francisco
F. H. Peeples .....	Harrisburg
N. Paquette .....	Toronto
R. L. Matthews .....	Dallas
R. H. Sherlock .....	Chicago
C. M. Carpenter .....	Albany
E. J. Murphy .....	Toronto
E. B. Bachman .....	Atlanta
W. C. Smith .....	San Francisco
F. E. Walters .....	San Francisco
L. F. Loeffel .....	Atlanta
F. H. Richardson .....	Albany
S. D. Stoddard .....	San Francisco
A. L. Casey .....	St. Louis
P. W. Lawther .....	Dallas
H. J. Jeavons .....	Toronto
H. A. Leonard .....	Chicago
W. J. McGrane .....	Chicago
W. N. Deming .....	Toronto
E. J. Lovass .....	Minneapolis
A. L. Byrd .....	Atlanta
C. F. Comstock .....	Harrisburg
A. F. Todd .....	Atlanta
Jas. Ward .....	Minneapolis
W. S. Johnson .....	San Francisco
M. C. Branham .....	Minneapolis
A. G. Hartgen .....	Harrisburg

**"FOLLOW UP ADVANTAGES."**

This admonition is credited to Napoleno, but the idea would seem so simple and self-suggestive to modern habits of life and thought as to be attributable as original to almost anyone. It may indeed be considered as an in-

herent characteristic of the race. It is an evidence as instinctive in every live school boy. Doubtless this injunction was drilled into his Marshals and Generals by Bonaparte as a matter of vital importance in the winning of victories on the field of battle.

The modern boy applies the principle strenuously in the playing of his games.

The up-to-date salesman needs no pointer to realize that success in any enterprise will be in proportion to the recognition and following up of such advantages as he may be able to create and utilize.

Competition is the compelling force in the battle of business life demanding Invention, Improvement, System and Economy, and the use of these factors to a degree which will constitute an advantage is imperative to those who are ambitious to survive or excell.

The race in the "forty high" is an endurance run. You must keep hitting 'em up if you want to stay in the line. Follow up your advantage or any lead you may have on the other fellow, for if you don't he will pass you.

Keep the power on, for you can't coast any of the way and expect to win in this race. Roll up the business, and win.

**TWELVE HIGHEST SALESMEN BY POINTS**

June 28, 1913.

Name.	Office.
W. V. Crandall .....	San Francisco
N. A. Ring .....	Albany
M. C. Benham .....	Minneapolis
A. E. Darling .....	Minneapolis
R. L. Matthews .....	Dallas
E. B. Bachman .....	Atlanta
A. E. Moffatt .....	Toronto
N. Paquette .....	Toronto
H. Beique .....	Toronto
A. L. Casey .....	St. Louis
E. L. Milliron .....	Eng. Sales
J. W. Merickel .....	Toronto

## HI—O! HI—O! ALL SPORTS TAKE NOTICE!

Manager E. J. Little of the Fort Wayne Sales Department, will wager odds that one of his men will take first Prize in Efficiency contest.

Come on you plungers and take a shot at him. Sure he's got a dark horse; but we don't know who it is.

No enterprise of pith and moment at home or abroad for some time has stirred us up so much as Little's statement above.

Who is this "dark horse?"

While he has some efficiency salesmen who is this fellow he is backing against the entire field? We are hectic to know. The Editor will hold all stakes. Come on now, you Sports, and get in on this.

### LATEST SPORTING NEWS.

A. S. Bowser and J. W. Burrows beat S. B. Bechtel and D. T. Millikan at four sets of tennis this morning. The boys got up at 5 o'clock and went to Kenwood, Mr. Bechtel's suburban home, where the games were played.

Tennis seems to be coming quite popular again when such celebrities pick it up.

• • •

We had the pleasure of entertaining E. M. Denton, our old Baltimore representative. Mr. Denton has been on an extended vacation endeavoring to recuperate his health which failed him a few months ago. He is looking his old self again, however, and we were all glad to see him.

• • •

K. F. Hessenmueller, of Pittsburg, continues to hit the ball. Watch for his speedy advent into the club.

• • •

Special salesmen B. N. D. Milliron and J. E. Homsher, of the Fort Wayne District, are making remarkable records again this year in the way of sales. We wish to compliment them on the able assistance they are giving the men.

### YIMMINE!

Mrs. Offerle told her hubby that he will either have to make the Pacemakers' Club this year or leave home. Yoi, yoi, some salesman—agent—that lady. But W. B. is not going to have any trouble making the club if he just keeps up his present gait.

• • •

H. J. Jeavons, of British Columbia, tells us that the pleasure of selling Bowser equipment is becoming more absorbing every year. He is doing a splendid business this year, notwithstanding unfavorable local conditions.

## DON'T! DON'T!

We have been telling our readers rather persistently what to do for some time so it occurred to us it might be fitting that we mention a few Don'ts. While we know you all appreciate the Boomer we would say first of all, DON'T permit any newspaper to shake you from your position if well taken, especially if you have a sitting position in a street car.

DON'T give anybody a piece of your mind—unless you have it to spare.

DON'T spend more time grieving over the spilt milk than it would take to walk over to another cow and fill the pail again.

DON'T reject the Efficiency contest or anything, in fact, merely because you haven't the ability to understand it.

DON'T sit with the crowd all afternoon at a baseball game and then go home and complain that the noise of the children makes you nervous or that you haven't time to write a letter.

DON'T worry about the weather man—He will get his reward hereafter.

DON'T address your wife too affectionately in public; people will think you are afraid of her.

DON'T overdo this however, and have her remark in public, "Just wait until I get you home," like we did.

DON'T forget that beyond every opportunity stands a greater opportunity; when we enter one we face the other.

DON'T bet on a "sure thing" without first putting aside money enough for your car fare home.

DON'T keep reminding your wife of the fine biscuits your mother made; she may likewise remind you of the good old "dough" her father made.

DON'T forget that membership in the Pace-makers Club not only means to get into the Prize class with \$50.00 or \$75.00 to the good, but that the business required to get there means big, fat commissions.

• • •

We enjoyed a visit from W. R. Hance, manager of the Toronto Office who spent a few days at the factory last week.

• • •

In referring to the Savercool cartoon on the front cover of the last Boomer, Manager Hance said it wasn't getting the Canadian boys' "Nanny"—that the picture showed the sun still up and that before it set there would be some shiftings in office standings that would keep the Loving Cup in British possession—WOW!

# There's a reason for the superiority of Bowser Products

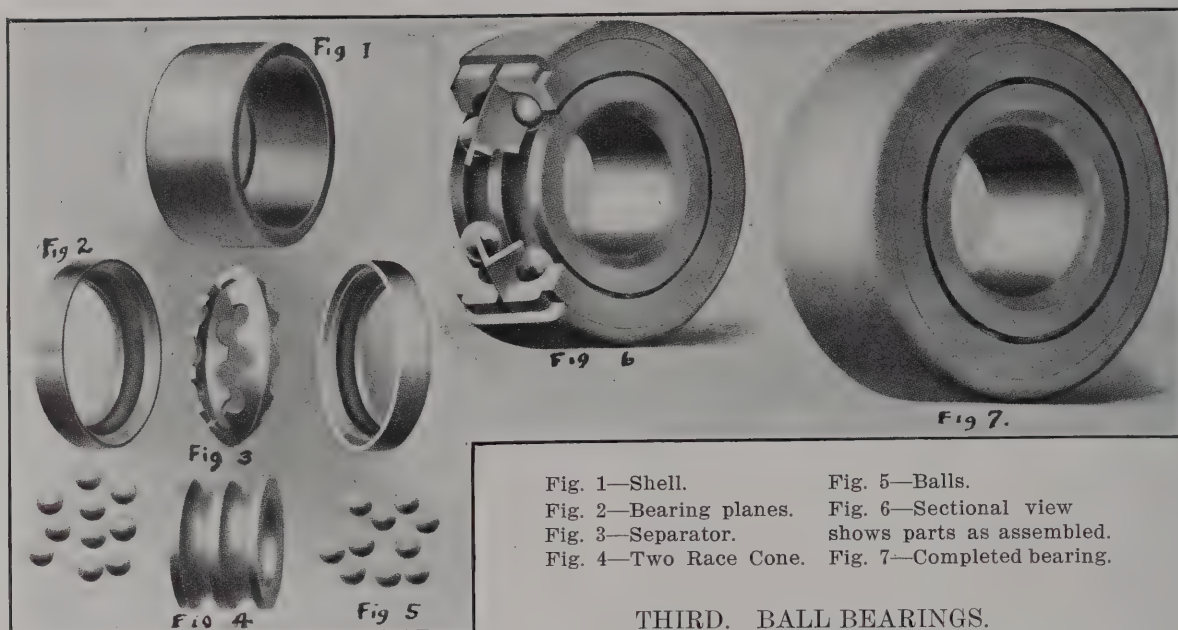


Fig. 1—Shell. Fig. 5—Balls.  
Fig. 2—Bearing planes. Fig. 6—Sectional view  
Fig. 3—Separator. shows parts as assembled.  
Fig. 4—Two Race Cone. Fig. 7—Completed bearing.

## IMPROVEMENTS IN WHEEL TANKS.

We wish to tell you about a few important improvements incorporated in the Cut No. 121 Portable Wheel Tank in the last few years, which we will mention for the benefit of our new men.

First. For the purpose of welding we have installed at a very considerable cost an Oxy-acetylene System of Autogenous Welding. With this equipment a flame having a temperature of 7,000° F. is applied to any joint and when completed the joint is actually stronger than the plate itself. The flame is secured by a combination of acetylene gas and oxygen properly mixed, and creates the hottest flame possible to obtain. The result is that the wheel tank is a seamless tank as if made from a single piece of steel. A leak is an absolute impossibility.

Second. Indestructible steel wheels.

The most expensive, strongest wire spoke wheel we could buy would not stand up against repeated bumpings by heavy automobiles. To overcome this difficulty, we contracted with the Indestructible Steel Wheel Company for a pressed steel wheel equipped with New Departure bearings. This wheel will stand 25,000 pounds crushing strain and 8,000 pounds side strain and is made of two steel discs pressed together with slight corrugations to represent spokes. They add very materially to the solidity of the outfit.

When demonstrating Bowser goods remember these points. Just think of the strength of the wheels on this outfit.

## THIRD. BALL BEARINGS.

We believe that there are but few Bowser users who are aware of the fact that our wheel tanks are equipped with ball bearings. This is one of the reasons why our Cut 121 is so easily conducted about the garage, although it may contain fifty gallons of gasolene.

We are showing herein a view of the New Departure Cone bearing, known as the New Departure "Two-in-One" ball bearings. Service and test have positively demonstrated that this bearing is far superior to the ordinary type. Because of the two rows of balls, the bearing has greater load carrying capacity, greater efficiency, consequently, longer life and wearing quality than the single type.

Presuming that some of our salesmen may desire to carefully explain the construction of these bearings to the prospect, we are giving detailed description: The cones, you will note, have two races. The cups are separate and fit tightly into the shell. The separator eliminates cross friction and the friction resistance between the ball and the separator is reduced to a minimum and practically eliminated. When the bearing is assembled, the shell is spun over the cups, permanently fixing the relationship of the cone balls and cups in the self contained bearing.

The use of these bearings is but another indication of the Company's desire to build their equipment absolutely the best they know how and is an indication that their aims and desires are to give the buying public the best for the money, but no matter what the price, absolutely the best equipment.

These bearings are also used in Cut 122.



## RAILROAD DEPARTMENT.

We are very sorry indeed to lose the services of Mr. Frank T. Hyndmann, our Eastern Railway representative, whose services with us were severed, July 1st.

We are more than pleased to announce, however, his appointment as Superintendent of Motive Power and Cars for the Wheeling and Lake Erie Railroad, which position he assumes upon leaving us. Mr. Hyndman will make his headquarters at Cleveland, Ohio.

We also wish to announce the retirement of E. H. Briggs from the Railroad Department, who has been traveling in the Southwestern part of the country.

The Department feels that they have lost a very good man from their Railroad Section gang. We are glad to note, however, of Mr. Briggs' promotion to a responsible position in the General Sales Department at Fort Wayne.

The retirement of E. F. G. Meisinger who has been covering the Pacific coast territory for the Railroad Department will also come as news to his many friends.

Mr. Meisinger will be succeeded by W. E. Jenkinson, who has been in our Sales Organization for many years, having worked under the Fort Wayne Office, and also the San Francisco Office.

Mr. Jenkinson's experience in Bowser sales work, particularly fits him for his new responsible position as Western Railroad Representative, assuming duties and territory vacated by Messrs. Briggs and Meisinger.

The largest Railway Convention ever held in the United States has just been closed at Atlantic City. We refer to the Master Mechanics and Master Car Builders', which was in session from June 11th to the 18th, inclusive.

It was by far the best convention that has ever been held. Railroad Officials and wives in attendance numbered over 3,000.

S. F. Bowser & Company had its usual exhibit and position of prominence, the booth being in charge of D. A. Corey, Manager of the Engineering Sales, ably assisted by the section gang consisting of W. T. Simpson, F. T. Hyndmann and E. H. Barnes.

## "WHAT IS THE GUIDING PRINCIPLE IN SELECTING A TANK?"

Ye Editor was in the market for a Private Garage outfit last week and tried for two days to give someone around the factory the order.

When ye Editor's wife telephoned that they had laid the cement up to where the tank was to go, we got out the six-shooter that we keep for use on complaining subscribers and we determined to make someone take the order. The first person we encountered was Herschel Mauk of the Fort Wayne Sales Department. We made our case plain and then produced the

gun; Herschel got excited and asked us to think of his wife and parents—how they would mourn his loss and reproachfully asked us not to injure him and he would follow our dictates. Suffice to say the outfit was put through on an advance order and rushed across town in an auto. Glory be! They beat the cementers to it. Afterward we told Herschel he could rest easily as we will never need to do it again. A Bowser will last a thousand years and that's longer than he or we will live—and this all brot to us this thought.

What is the guiding principle in selecting a Storage Outfit? It hardly seems possible that there can be two answers to this question, yet some people think there are.

The only way to buy anything successfully is to buy results. Pumps and tanks at so much per pound don't mean anything. It's what the investment will return that counts.

Bowser outfits are dividend paying, profit-producing investments and every outfit in its proper place will pay for itself several times over. It isn't what you pay—it's what you get for what you pay that determines the value of a Bargain.

Bowser & Company was established and organized for the purpose of supplying safe, economical and convenient systems for the storage of all oils for all the world. Such an institution built up by years of experience and painstaking development, reinforced by its own factories or economical production, its warehouses and stocks carefully subdivided into departments, under competent management, to secure the most efficient and acceptable service, evidently offers facilities for those charged with the labors and responsibilities of buying to accomplish the utmost with a minimum draft on their time and efforts.

All the world considers and recognizes that we are authorities on oil and gasoline storage, backed by the experience of twenty-eight years in originating and designing.

Did you ever stop to think that the data on the subject properly recapitulated is the basis of our judgment and in the essence this judgment be also considered in the purchase of any of our products.

The united work of a complete working organization is thus available and within easy command in the most convenient form. With Twenty-eight years of constant study to this one problem assures the purchaser of efficient equipage representing the best values, quick service and positive dependability and reliability.

Surely these are great advantages—too great for the buying public to overlook. To the men in the field we would say, "Follow them up and give equally efficient sales service."

## The Toronto Picnic

The Annual Picnic of the Toronto Factory and Office Staff and Local Salesmen was held on June 27th, to Niagara Falls, Canada. The early boat, on which all went, left Toronto wharf at 7:30 A. M. From the Queenston dock the party proceeded by special cars to the Falls, arriving about 11 o'clock.

Immediately upon arrival at the grounds, a ball game was held between the Factory and Office employees, the result being 11-3, in favor of the Office. Both ball teams were amply ready for the splendid dinner which was served, but not only the ball players were hungry. The whole company seemed to enjoy this part of the proceedings immensely.

After dinner, general excitement was caused by the hunt. A golden egg was hidden on the grounds, also a mysterious Mr. Mooney and Miss Muffet were at large. All three were located after an exciting search. Mr. Mooney was superintending the races before he was located. Miss Muffet was traveling under a purely assumed name, as in the eyes of the Law, she is married. The Golden Egg had been hidden in a niche in the tree trunk.

About 2 o'clock the games commenced and a lively afternoon was spent. Event No. 18 was of especial interest. It had been left open, and quite unexpected by the victims, was announced as a walking race between Mr. Hance and Mr. Cummings, once around the baseball diamond, walking in different directions. The sun was hot. Mr. Cummings won by about a step and a half, but it must be remembered that he is the taller man.

The salesmen's button sewing contest was most exciting. Two buttons, four stitches to each, had to be sewn on. Mr. A. Leo. McIntosh carried off the trophy for this contest, and Mr. Harry Christie was a close second. As Mr. Hance could not even thread his needle and get started, he was presented with a well fitted sewing case to assist him on future occasions, and encourage his getting into training.

The ladies shammed nails, ate soda biscuits and whistled, threw the ball, carried potatoes and lighted candles in an admirable manner, and the men managed equally well. In the wheelbarrow and three-legged races the men undertook to rest in the middle of the course in most undignified positions, which made the winners more boastful.

The partner race was a big event. It was open to all, and the winners ran a dead heat with the result that they had to run over again. Despite his experience on the road the salesman and his lady had to yield first place to an office clerk and a stenographer.

The Special Event, No. 26, was a 100-yard dash for factory employees, the prize being a box of cigars.

The greater part of the afternoon was taken up by the games, then after crossing to the American side of the Falls, the party returned to the boat, at the Lewiston dock, via the Gorge Route. The day was entirely successful the weather being ideal, the dinner good, the games interesting, the prizes very handsome, and the trip home serene.

### PROGRAM OF RACES BOWSER'S ANNUAL PICNIC TO NIAGARA FALLS, CANADA, JUNE 27th, 1913.

- 1—Girls, 50-yard dash, 9 years.
- 2—Boys, 50-yard dash, under 9 years.
- 3—Girls, 50-yard dash, under 16 years.
- 4—Boys, 100-yard dash, under 16 years.
- 5—Relay race, three men in team, employees.
- 6—Candle race, single ladies.
- 7—Wheelbarrow race, employes.
- 8—Sewing on button, salesmen.
- 9—Married ladies, 50-yard dash.
- 10—One-legged race, employees.
- 11—Egg and spoon race, married and single ladies.
- 12—100-yard dash, employees.
- 13—Single ladies, 50-yard dash.
- 14—Blind men's race, employees.
- 15—Partner race, open.
- 16—Three-legged race, employees.
- 17—Peanut race, single ladies.
- 18—Open.
- 19—Potato race, married men.
- 20—Hammer and nail contest, married ladies.
- 21—Candle race, single men.
- 22—Boot race, laced boots only admitted, open.
- 23—Soda biscuit contest for ladies, open.
- 24—Ball throw, married or single ladies.
- 25—Ball throw, employees.
- 26—Special.

### BOWSER PICNIC, 1913.

Boat leaves Niagara Navigation Wharf at 7:30 A. M.

Ball Game—Between Office and Factory Employees on arrival at Queenston Heights.

Bring along a basket. Lunch will be served on large tables as soon as possible after 12 o'clock.

Before races begin, there will be a general HUNT. Look for the GOLDEN EGG.

Ladies will look for the Mysterious Mr. Mooney.

Gentlemen will look for the Mysterious Miss Muffat.

They must be addressed as follows:

"You are the Mysterious Mr. Mooney," or

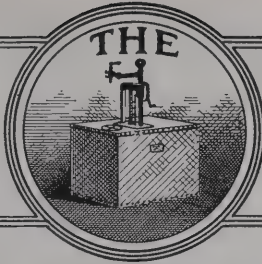
"You are the Mysterious Miss Muffat."

Stay with The Crowd—you'll miss a lot if you don't.

NOTE: No person will be entitled to more than two prizes. This will not include prizes given for the HUNT.

The races are for the employees, wives, families and sweethearts. Those races marked "Open," may include OTHER FRIENDS of the employees.

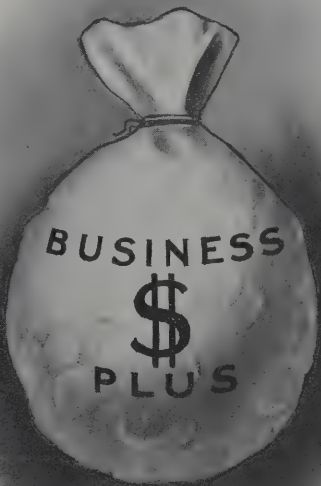




## Get Your Quota--PLUS.

**W**E HAVE had a splendid business during the first six months of the year, with a tremendous volume of orders of good amounts. This means that our salesmen individually have had fine totals of orders. A number of our men have made individual sales records. Are you among them? Have you secured your share? Bowser Salesmen are achieving greater success this year than has ever been secured

before. Determine that you will be one of the most successful. The market is right; the season is right, and you have the goods. Our line is more diversified this year than ever. With outfits to fit every need, at a fair price, and generous terms, if needed, no prospect should escape you.



Enthuse—Get ambitious for success—realize the fact that you can get the business just as easily as the other fellow. You as a salesman are naturally interested in increasing your income. You can do this by selling outfits complete. You can do this by selling Kerosene or Lubricating outfits as the case may require, when selling gasoline equipment. You can do this by working your territory thoroughly and systematically. Strike for larger orders and more of them. Be a Pacemaker Plus and finish the year a winner.



## EXTRA!

As the brains of the Boomer Editorial Department were all absorbed in counting the proceeds from ten new subscriptions, the cry for an Extra from the Management burst upon us.

"For what occasion?" we demanded, rather sternly.

As one man, they rose to their feet, waving their hands in great excitement, and exclaimed, "To announce another Director!"

"Who?" We immediately inquired.

Like a well-trained Henry W. Savage Show, they replied, in chorus, ——— of Toronto."

Blessed is the man who has good friends to blow his horn. We immediately pressed a button and a score of Boomer reporters appeared whom we dispatched on the case, and who returned the interesting accounts of the affair.

We cannot make known the name of the gentleman they mentioned until the official count has been made. Look for *Extra* announcing him.

The high-grade participants in our various Sales Contests have resulted in breaking all speed limits, and have amazed us all, even the old familiar judges who are used to spectacular sales work.

The big offices in the Pacemakers Club have already been filled, and the elections are closely followed by the entry of a director into the club with two more practically elected.

We are looking for an exceptionally large convention this year, as we expect the majority of the men in every district to become Pacemakers.

The ambition of the boys this year is not merely to become a Pacemaker, but the men who have proven their ability to succeed in this have also ambitions for bigger things, and are not hampered by any lack of confidence in following it up with endeavors to become Bronze Tablet men.

Every man should do his "level best" from now ON—Nay, more, he should make *an extra best effort, and finish the year a Pacemaker—PLUS.*

# Success

## Confidence, Enthusiasm, Courage—

Confidence in ones self is the hammer that drives the nail home.

A salesman's confidence in the goods he sells is his most valuable asset. It requires enthusiasm, however, to transfer that confidence to his customers and courage to overcome obstacles in doing so.

## Ideals

Ideals are like stars; you will not succeed in touching them with your hands, but like the sea-faring man on the desert of waters, you choose them as guides; and following them, you reach your destiny.

—Carl Schurz.

## Opportunity

Never wait for opportunity for the very good and conclusive reason that opportunity is really always waiting for you, indeed, is standing right alongside of you.

## Hope

Hope thinks nothing difficult; despair tells us that difficulty is insurmountable.

## Hustle

The first thing you know the days will be here when some of the boys will be saying to themselves, "I wish I had hustled during July for then I would have been in the club now."

## Whither Art Thou Drifting?

It does not have to be proved that a railroad which begins nowhere and runs to an undesirable place is of no avail. Railroads must run from where things are to where they are needed. Salesmen must move things from the source of production to the field of use.

One missing rail on a fine railroad would be more disturbing than "Darwins Missing Link."

Remissness of salesmen, however, is equally disturbing to the Sales Manager.

# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY  
S. F. BOWSER & CO., Inc., FORT WAYNE, IND.

Edited by C. H. DAVIES

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS EMPLOYEES

JULY 22, 1913

Any man can be ten-dollar wise but it takes a smart man not to be a penny-foolish.

A. D. Wyckoff, manager of the Pittsburgh office, called at the Boomer office to-day and assured us that the "Smoke Town" would have a man in the club—"and that right soon and don't you forget it," as he said. Andy knows what he is talking about and no doubt you will be reading such an announcement within a week or two.

First costs count for little. Results determine values. Cheap things that fail to give good results are expensive at any price.

The Boomer Poet-Laureate, "Greenleaf Rusk-ins" Quarles, of the Philadelphia office, was a welcome visitor at the factory yesterday. Our new salesmen may not be familiar with Mr. Quarles' poetry and verses unless they have bought them at the book shops as his last contribution to the Boomer was seven years ago. We know it to be that long ago because he told us the Quarles twins are now seven years of age and doing fine. Perhaps they have been keeping George R. so busy, he hasn't had time to write us since. We hope, however, he will do so soon.

Silence is **not** golden to the man who has anything to sell—at least not continued silence.

H. A. Leonard, of the Chicago office, continues to roll in a splendid business. Harry made some records last year in garage sales but it looks as though he will shoot considerably beyond them this year.

What we will do should be greater than we have done.

W. T. Michaux, of Atlanta, has been turning in an old fashioned Sky-High business and we are looking forward with great pleasure to meet him at the Convention.

An ounce of hustle is worth a pound of intention.

We are pleased to note the way Edward Hoops, of Chicago, is taking to the line. We are learning to expect a bright future for him with us.

Some day, when we are rich, we are going to offer E. P. Walker, of the Fort Wayne Sales Department, a position on the Boomer staff, soliciting advertising. He is rounding out a splendid sales record with the company in Pennsylvania, where he travels.

The man "with the goods" must first know how to show them.

N. Paquette, of Toronto, reminds us of the latest popular novel. "How's that?" Because he is one of the fifteen best sellers.

We expect Mr. Paquette to become a Pacemaker within the next few weeks.

Take care of your business and your business will take care of you.

However much, people may differ about the tariff protection, everybody is of one mind, that Bowser outfits are the safest and surest fire protection in oil storage and control.

A. G. Hartgen, of Harrisburg, altho not yet in, is a sure member of the Pacemakers Club this year. He had the distinction of being Director from Philadelphia last season. We wonder if he will be a repeater as a Director.

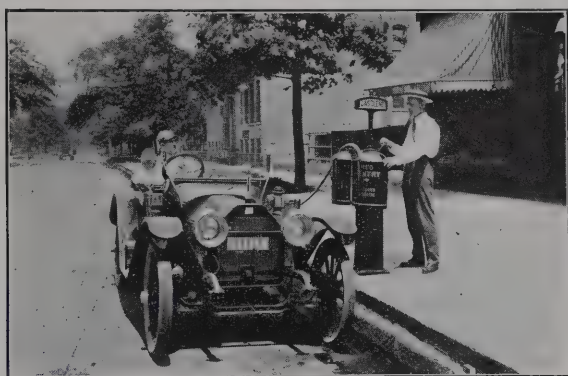
Remember that the higher your C. W. O. percentage is, the larger your current account is.

If F. H. Peeples, of Harrisburg, doesn't get into the club this year, we will be inclined to say "DARN." Now, F. H., don't make us lose our religion.

You cannot save strength and ability by refusing to use any.

During the last convention, we had a minstrel show with professional talent, that was splendid. There is no reason, however, why the Club could not put on its own show, this year, for we know there is considerable of the talent in the organization. We would suggest that J. F. Connolly, of Albany, be made Chairman of a committee to put something on along this line. There is Eggleston, the world famous tenor, and Devereux and Jordan, celebrated baritones, H. F. Babbitt, whom we understand used to make all sorts of records for the Victor Talking Machine people; all it needs is a promoter to get these fellows together. Go to it, J. F.





View was taken in front of our Milwaukee, Wis., office, 482 Milwaukee street—The pump is manned by R. L. Roberts who has charge of the office. George Schnabel is at the wheel of his new car. If you look closely you will note a small Cut 41 model on the radiator cap.

◎ ◎ ◎

Running over the hot pavement of New York, with a quick, steady stride can any day be seen a distinguished looking individual with a military air. Upon inquiring his name you will learn it is C. F. Comstock, ex-bailiff of the High Court of the Pacemakers Club. We are strong for his renomination to the office again this year and will donate ten inches of advertising towards his campaign.

◎ ◎ ◎

There is a man on the coast, whose name is W. S. Johnson. He is a good salesman. We have never met him personally, but we have, however, always held him in respect because of his splendid business ability. We will meet him at the convention, however, if not sooner, for he will surely be a Pacemaker.

Mr. H. Beique is another salesman we have never met who evidently has a splendid personality; it is reflected in the splendid orders he sends in. His business and correspondence have a style that is simple, direct, reflecting the view point of a man who combines a love of truth with a sense of justice.

◎ ◎ ◎

After dinner yesterday, the boys were sitting around swapping tales about the thousands of towns they had made during their travels and the goods they had sold, when the question came up as to which district would send the most delegates to the Pacemakers' Convention this year.

The Boomer made no remarks on this question as we do not care to make public our opinions on it. We might state, however, that we are expecting all districts to exceed last year's delegation.

## DISCOVERED!—A MISSOURI POET!

Read the following note from the St. Louis office and the contribution following:

My Dear Editor:

I have noticed from time to time in reading the ever interesting "Boomer" that several of the branch offices have poets in their organization, who at intervals become inspired and furnish you with material for your publication. We had come to think that the St. Louis organization was without a contributor, but after reading the various articles that have appeared in recent issues of the "Boomer," our Mr. A. J. Platt became enthused and we are attaching hereto a copy of a poem that he composed while waiting for a train a few days ago. Mr. Platt you know, works the territory in the vicinity of Quincy, Illinois.

BOOMER REPORTER.

We sometimes think our work is hard,  
For it keeps us on the jump;  
To show our models to customers,  
And to sell the Bowser Pump.  
But 'tis not so hard if we know how,  
To show them what they gain;  
By putting in a Bowser Pump,  
No floors they'll ever stain.

Why should we worry, fret or frown,  
And worry all day long;  
If we can sell the Bowser Pump,  
By singing a humming song.  
And when we see the brightest side,  
'Twill be an easy task;  
To show the people what they need,  
And they'll pay the price we ask.

Perseverance, with the toil,  
Will do most anything;  
But sitting down in some Hotel,  
No orders will it bring.  
Get up and dig, and dig all day,  
And work with "Might and Main;"  
To sell the Bowser Pump outfits,  
Then our bank account will gain.

Don't be an egotist, or pessimist,  
But an optimist most true;  
And the doors will open on every side,  
To always welcome you.  
Let's show the people, we are men,  
And not like frogs that jump;  
Into a hole too deep for them,  
But the men that sell the Pump.

—A. J. PLATT, Salesman,  
St. Louis District.

## FOUND! ONE MORE HONEST FISHERMAN!

The very interesting letter which follows was received yesterday accompanied by a Salesman's daily report:

"My dear Editor—

Since a number of eminent gentlemen have recently reported their piscatorial experiences in a manner to jeopardize their standing in polite society, and have identified themselves as life members of the Ananias Club, I attach hereto a daily report of our Mr. Frasier.

He does not claim that his ancestors came over in the Mayflower, or that they were Minute Men. We have not had a report or sworn statement accompanied by a dummy or a photograph of an artificial fish (which everybody knows is carried in stock in all "take-your-picture-in-a-minute" galleries), but you will agree for honest and veracity this report is without precedent, and is likely to remain a record in future years. We are giving it to you to use if you desire in proving to Messrs. Potts and Armstrong the possibilities in the line of truthfulness.

J. H. McCONNELL, Manager."

And below is the Salesman's report referred to above:

### Summary of Daily Reports

No. of Calls Made \_\_\_\_\_

No. of Sales Made \_\_\_\_\_

Total Amount of Sales \_\_\_\_\_

If no calls made, give reasons \_\_\_\_\_

Remarks: \_\_\_\_\_

Date: July 4th Salesman: Frasier

NOTE:—This summary must accompany each day's report. If for any reason Salesman does not work, a summary sheet must be filled in and mailed to the Branch Office, so stating and giving the reason. This is imperative.

It is reported in Sporting Circles that Frasier is pledged to beat Armstrong's record.

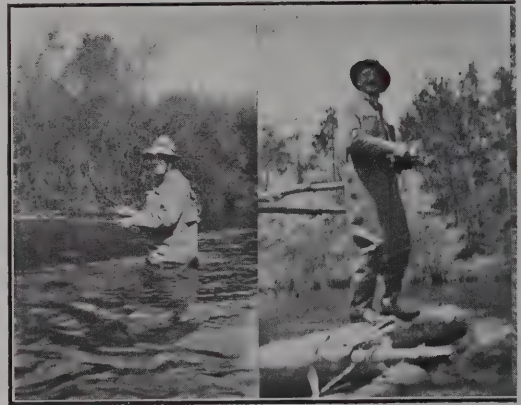
For fish catching, of course. What did you think we meant—for honesty and veracity in telling fish stories?

If you ( <sup>ever</sup> never ) have gone fishing,

You ( <sup>will</sup> won't ) know the truth, I say;

When I make the two-edged statement,

Big fish ( <sup>always</sup> never ) get ( <sup>a-weigh</sup> away ).



H. C. STORR

W. "COOK" INGLE

Of the Eng. Sales Dept. Of Fort Wayne District

TWO MORE MICHIGAN TROUT ENTHUSIASTS

### A GOOD ONE ON THE PRESIDENT.

Many years ago when H. M. Bowser was a small boy, his father, S. F. Bowser, would take him down to the river to fish. One day the fish were not biting very good and they only caught one small fish about six inches long. Mr. Bowser realized it was hardly worth while bothering to cook just one small fish so he stopped in at Jake Gumpfer's grocery store and bought two more. That was before Jake sold his store and came with us.

So S. F. and his son Harry, marched home with their fish that had increased to three in number.

Of course as soon as they arrived home they displayed their string to Mrs. S. F.

To be sure she was proud of her heroes but was a little suspicious and jokingly said, "Oh, I'll bet you stopped at the store and bought those fish."

Before S. F. could make any sort of a reply, Harry broke in with the greatest enthusiasm and said: "Oh, Mamma, we only bought two—this one here we caught all ourselves."

We asked Mr. Gumpfer if he ever remembers Mr. Bowser coming into his store and buying two fish. Jake said it was so long ago that he wasn't sure but if he remembers rightly he sold him two "salt water" fish.

# N. B.—The Efficiency Contest will end Ju



## ANOTHER SCANDAL IN HIGH SOCIETY.

The following clipping taken from the Cleveland Press of July 8, speaks for itself:

"T. C. Potts, club and auto-tank man, came out of a Euclid Avenue restaurant and found his machine covered with white ribbons.



So-called friends of a bride and groom lunching at the same restaurant had bedecked it—mistaking Potts' machine for the bridal equipage.

Potts drove off with the ribbons, saying the cheers he got as a supposed groom made him feel about ten years younger. The bride and groom drove away in an unplacarded machine and

everyone was happy, except, of course, the wedding cut-ups."

We immediately dispatched a Boomer reporter to get the facts in the case to whom Mr. Potts said:

"For fear you will get this information from some un-authentic source I wish to utter a word of self-defense concerning the attached extract from the Cleveland Press, bearing the date of July 8th.

Some of my "would-be friends" endeavored to put one over me, and when I came out of the restaurant with my wife, I found these culprits had bedecked my car from stem to stern, not with white silk ribbons, as the article states, but instead with as fine a collection of dish-cloths and dust wipers as one would care to come in contact with."

A Fabrication made of whole cloth—Another lie nailed. They were not ribbons at all. In passing our opinion on the affair would say that Potts' long association with geniuses, philosophers and music masters has refined the dross from his nature to the extent that they thought he would appreciate a joke played on him in "rag time" with their foot on the fortissimo pedal.

◊ ◊ ◊

D. W. Darden, the gentleman from the country near Atlanta or thereabout, has been doing considerable chautauqua work this year. We will be pleased to have him address us at the Convention this year.



C. A. McFARLAND  
Salesman, Dallas District.

The above is a photograph of our worthy representative in East San Antonio Territory (the fellow who is holding the alligator). It can be truly said that "Mc" "bites their heads off and eats 'em alive."

## ALAS!

Owing to lack of space we are obliged to omit a 10-Point putt by H. A. Desparois, of Canada.

## DOING FOR OTHERS.

It is refreshing, in this matter-of-fact world in which we live, to occasionally come in contact with those generous souls who find time to minister to the entertainment, if not always the pleasure and comfort of others.

We are sure the appreciation and thanks of our readers are sincere in our efforts to give them a Sporting page but we would like it more substantially evidenced by a contribution on any sporting events indulged in by yourself or friends.



"THE REEL THING."

st—You will receive formal notice by mail.



**FORTY HIGH MEN**

July 17, 1913.

W. V. Crandall	San Francisco
M. C. Benham	Minneapolis
N. A. Ring	Albany
E. L. Milliron	Eng. Sales
J. H. Armstrong	Eng. Sales
A. E. Moffett	Toronto
Lewis Smith	Albany
G. W. Scott	Harrisburg
E. F. Klotz	San Francisco
T. C. Potts	Fort Wayne
A. E. Darling	Minneapolis
S. A. Collins	Albany
H. Beique	Toronto
G. H. Reuben	San Francisco
F. H. Peeples	Harrisburg
C. M. Carpenter	Albany
R. L. Matthews	Dallas
W. C. Smith	San Francisco
E. J. Murphy	Toronto
R. H. Sherlock	Chicago
N. Paquette	Toronto
L. F. Loeffle	Atlanta
W. S. Johnston	San Francisco
F. E. Walters	San Francisco
E. B. Bachman	Atlanta
W. J. Magrane	Chicago
A. L. Casey	St. Louis
F. H. Richardson	Albany
S. D. Stoddard	San Francisco
P. W. Lawther	Dallas
C. F. Comstock	Harrisburg
H. J. Jeavons	Toronto
A. F. Todd	Atlanta
E. J. Lovaas	Minneapolis
A. L. Bird	Atlanta
M. C. Bramham	Minneapolis
J. Ward	Minneapolis
H. A. Leonard	Chicago
R. L. Duncan	Minneapolis
W. N. Deming	Toronto

**THE SPOT-LIGHT ON THIS.**

W. W. Ince, of Dallas, has been making such good headway that we believe his last name is an abbreviation for Incorporate. This perhaps explains the reason why he is trying to incorporate local winnings in the "High-Five" with membership in the club and also a place on the Bronze tablet—Good luck to you, W. W.

◎ ◎ ◎

R. Coddington, of Denver, seems to find a stern pleasure in selling tanks. If he ever slips in the thin edge of his opening wedge—he never lets up until the order is his.

**BRANCH OFFICE STANDING**

July 19, 1913.

**SAN FRANCISCO****MINNEAPOLIS****ALBANY****TORONTO****DALLAS****FORT WAYNE****ST. LOUIS****DENVER****CHICAGO****ATLANTA****HARRISBURG**

San Francisco still leads but Minneapolis is steadily forging ahead. Albany has made great gains and is only eight per cent. from second place. Toronto is running strong but is closely followed by Dallas.

Fort Wayne is sixth with St. Louis right on her heels with only one and one-half per cent. difference. Denver follows with a slight lead on Chicago. Chicago has been making great gains but Atlanta is only three per cent. behind with Harrisburg pushing for a lead. It is a very exciting contest.

◎ ◎ ◎

Atlanta's Bird-Man, A. L., is soaring higher and higher. Just watch him voluplane into the club. Say, Connolly, don't forget him for end man on the minstrels.

**THE ALBANY OFFICE SLOGAN.**

We have been told by our amateur reporter, C. M. Carpenter, that the slogan of the Albany office is: "Hang Together or We Will Have to Hang Separately—GET THE CUP."

We don't quite get the connection to this, except that it reminds us of that well-known little ditty entitled "There's Many a Slip 'Twixt the Cup and the Lip." We take it that Albany's "hanging" will be effected by a slip knot, enabling them to hang on to the cup.

No, Mac, we are not trying to "string" you—we're simply suggesting you have a "line" on the cup.

**I**T'S a choice, this weather, between "*making hay while the sun shines*" or sweltering anyhow, without any "*hay*" to show for it.

—Henderson

#### GUARANTEEING A PRODUCT.

So long and so indiscriminately has the term "guarantee" been used in marketing goods, that in a great many cases, it has become nothing more than a meaningless term.

A careful investigation on this subject in specific cases will often disclose the fact that the so-called guarantee is not really a bona-fide warranty, but merely a ruse to ensnare the buyer, while others are so carefully hedged about by technicalities and conditions that the purchaser would have to go thru considerable red tape and perhaps several times the purchase price to prove his claim or that the product does not live up to the guarantee.

While Bowser & Co. use a plainly worded guarantee and back it up to the letter, perhaps the best assurance to the Buying Public of the merits of the goods is that they are backed by over a million satisfied users.

It isn't what we say about them that counts, it is what the outfits actually do that determine their value and worth.

Every Bowser user will readily tell you of his appreciation and often admiration of the durability and dependability of our outfits, which reputation is already nation-wide and rapidly becoming world-wide.

#### SALES SERVICE.

We wonder if all our salesmen realize that the responsibility for efficient sales service of this big, million dollar corporation rests primarily upon the man in the field.

Each salesman represents the Company in his territory and the Public judges the Company by him and his actions.

In order that we may get a true perspective of the situation, let us suppose you, as a salesman, owned the factory that makes the goods, but you looked after the selling end. You had competent men to look after the factory and office and never needed to bother about that part. All you had to do was to get out in the field and get the business. Now, then! Are you conducting yourself and your sales business now as you would under such conditions? Are you as careful and thorough now as you would be if you had a factory that you had to keep going? Are you working as hard now as though you had to get the business to meet a factory pay-roll?

Next to a quality product and honest merchandise, the next important thing in the commercial world is efficient distribution and sales service. The sales service rendered depends upon the salesman.



FIG 1—Special Cement    FIG 2—Special Carton  
FIG 3—Foot-Valve.

### THERE'S A REASON FOR BOWSER SUPERIORITY.

Did you ever visit the department in our factory where the Famous Brass Valves are made? If you haven't, don't forget to the next time you come in.

In this department absolutely the greatest care possible is exercised. It is the most important part of the entire Pump construction.

Our valves are what is known as a 45° angle oil-ground valve.

In the first place the valves must be round. Round is round. If they cannot be made so there is nothing to do but throw the blank away. It costs money to do this, but we would discard dozens at a time rather than have one go thru not right.

After they are finished they are then sent to the testing department where each valve is most rigidly and carefully tested in a pump. They are then made to test themselves. We mean by this that the valve itself is set on rack and filled with gasolene. The seating must be so positive that it will hold the liquid by its own weight. Gasolene is the most penetrative liquid there is so you may be assured that if it passes this last and final test it has won its way to success.

Please especially not the arrow pointing to the hex on the reducer. This is the end to be

connected to the suction line and is arranged in this manner so in tightening the connection the strain will not be on the body of the valve and they will remain uninjured.

Our particularity and care does not cease here. We follow it on its destination as best we can by the most careful packing. The picture above illustrates our new packing case. Instead of putting them in the rough crate with the pump they are carefully packed in corrugated pasteboard cartons, containing the assembled valve and the special cement for connecting pipe joints.

We wish to especially call your attention to the tag on the valve illustrated in the cut.

This tag reads as follows:

**REMOVE THIS SCREW AND THROW  
IT AWAY**

This center screw is used only for the purpose of holding the valve poppets off their seats during shipment. It must be removed before installing pump.

#### IMPORTANT

**Unless Screw Is Removed Valve Will Not Open**

After making the finest valve ever designed for the purpose, it is our desire that they are received by the purchaser in the same perfect condition they leave the factory. Every precaution is taken so they do not get damaged in handling or transportation—Hence the special packing and this cap and screw. Of course, this is an expense but our pumps are not built to meet a certain price, they are built to meet the use to which they will be put with absolute satisfaction to the purchaser.

On the outside of the carton, the following notice is pasted:

#### HANDLE WITH CARE

NOTE—This valve has been carefully tested and found to be in perfect working order before leaving our factory. Care should be used in placing on suction pipe. Use preparation on the male threads only and when making joint do not put wrench on the brass parts. Always tighten up on the cast iron hexagon. Do not remove the center screw until suction pipe is ready to place into tank so that the brass poppets will not mar the seat during the handling. Do not attempt to take valve apart. Note carefully the instructions given on linen tag attached to the valve.

S. F. BOWSER & CO., Inc.,

Fort Wayne, Ind., U. S. A.

Even the strawboard cartons are tested and certified by the maker to conform to the following specifications:

#### THIS BOX IS MADE OF:

DOUBLE FACED CORRUGATED STRAWBOARD  
THICKNESS NOT LESS THAN:

OUTER FACE (WATER-PROOFED)... .016 INCH  
INNER FACE ..... .016 INCH

#### RESISTANCE (MULLEN TEST):

OUTER FACE ..... 185 LBS. PER SQ. INCH  
INNER FACE ..... 65 LBS. PER SQ. INCH  
COMBINED BOARD ....175 LBS. PER SQ. INCH

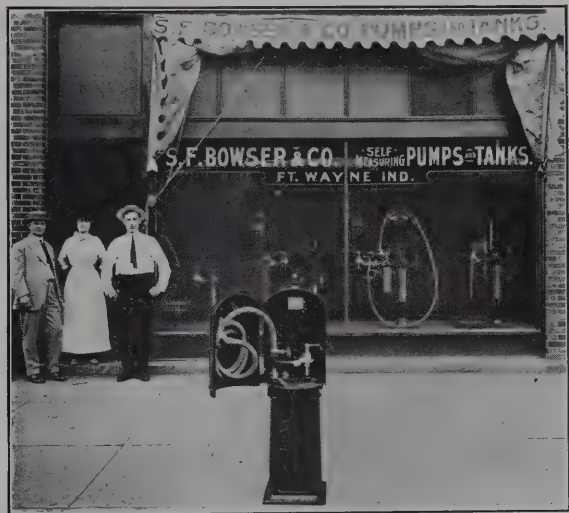
#### DIMENSION LIMIT:

LENGTH, WIDTH, DEPTH ADDED..80 INCHES  
GROSS WEIGHT LIMIT .....40 POUNDS



These are but instances of Bowser thoroughness. Our aim in all directions is not "how cheap" but how good we can serve our patrons.

There is only one Bowser quality and service—the best possible to give. This always has been and will always remain the Bowser policy.



OUR WICHITA OFFICE.

The above picture is a photograph of our new Wichita office which is located at 113 N. Topeka avenue. You will see by the picture that it has all the appearances of a full-fledged office. The prominent persons in the foreground are as follows—reading from left to right: H. D. Murdock, Sales Agent; Mrs. H. D. Murdock, "Boss"; A. B. Fasig, Salesman.

Mrs. Murdock looks after the clerical work in the office and is rapidly proving herself a very efficient sales manager for H. D.

If you will inspect the picture closely, you will also notice a twenty dollar bill laying on the sidewalk near Mr. Murdock's feet. Mr. Murdock placed the money on the sidewalk to have its picture taken. We are not sure of his reason for doing this unless it was for the purpose of showing his posterity that he literally walked on money.

Mr. Murdock took exceptions to a recent article in the Boomer and desires to make the following correction:

"I have your late Boomer and note your little notation and wish to explain that you are misinformed about the 20-bushels to the acre in Kansas—there might be 40-bushels in some locality but it is a spotty condition and they do not spot frequently in my territory.

The grass-hoppers and the cinch bugs are doing the harvest out here, both by sunlight and moonlight."

Alright, H. D., but keep on doing a little "cinching" yourself and by the great lights and lesser lights you are bound to win.

### THE MYSTERY OF AN ORDER.

(An unpublished account of a cancellation)

A salesman, pale, excited and giving his hands a dry wash which made unnecessary the continued wringing, greeted the great detective effusively, "Ah! At last you have arrived—the incomparable Holmes! By coming, you have put me under mountains of debt. Here is the order blank; here is the pencil that signed it; here is a copy of the order in my book, but permission to ship—Gone! Gone! And a little over a day ago it was good. I had planned how I'd spend the proceeds! But in a moment—Poof! It is nix!"

The great detective unlimbered his microscope, calipers, tape measure, thumb-print book and bottles and the rest of the detecting paraphernalia. After scrutinizing the order, he measured the salesman's talk to the prospect and the purchaser's reply.

Then a minute passed while the salesman held his breath in intense excitement while the detective finished weighing the conversation.

He shrugged his well-padded shoulders; then straightened up and smiled that incredulous smile to be seen in all his lithographs. Turning to the salesman, he said: "The prospect stood in this attitude while you stood this way. So-and-so and so-and-so was said and the prospect replied so-and-so. The pencil was pushed into his hand and he signed. You immediately turned on your heel and noisily disappeared.

The prospect—still unconvinced—wrote for cancellation. You feeling that something had been taken from you sent for me. It is all very elemental; it is so plain that even my good friend Watson would understand."

"But—but—The salesman was full of interrogations—the order blank! The order blank!" "The order blank never was an **order** because you had not **sold** anything. You had not thoroughly **sold** your man. That is all. Good day, Sir."

And as the salesman stared incredulously while the great truth dawned upon him, the detective was lost in the gathering fog.

• • •

Salesmanship is only a plain common-sense business proposition.

**ST. LOUIS CONVENTION.**

St. Louis District held a very pleasant sales convention for the Missouri and Illinois salesmen last week at the Jefferson Hotel in St. Louis. The entire day was spent in going over sales work in general, after which a very delightful lunch was served at the Hotel.

Particular interest was taken in the Kerosene and Gasolene demonstrations made by Messrs. Meyer, Evans and O'Neil, also the general sales talk by Mr. J. P. O'Neil.

The salesmen in attendance all seemed to be greatly pleased with the meeting and it was suggested by them that the St. Louis District be divided into two divisions for the purpose of a contest, putting Nebraska, Kansas and Iowa in one section and Illinois, Missouri, Kentucky and Tennessee in the other division, the object being to see which of these divisions will secure the greatest amount of business in a specified time.

Mr. Hastings states that he is planning to hold similar conventions in other prominent cities in different parts of his district as soon as arrangements can be made, so that all the boys will have the advantage of a business conference, at which time they can exchange ideas and secure new pointers on the line, all of which is bound to prove both pleasant and profitable.

It is a progressive movement and we wish St. Louis success in the work.

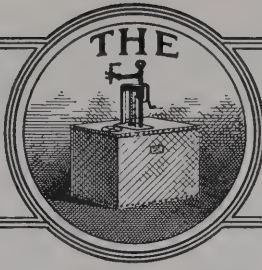
**MR. LUCK AND MR. WU'K.**

I was settin' by mah winder,  
 W'en O, mah laws a massy!  
 Young Mistah Luck went strollin' by,  
 A 'lookin' peart an' sassy.  
 He cyurls wuz slick, he teef wuz w'ite,  
 He laf at me, above him;  
 Look lak he wuzn't ary one,  
 But des arbleedge ter love him.  
 Den bimeby, Mistah Wu'k go by,  
 Des lak he in a hurry.  
 An' he ain' waste no looks on me,  
 But dat ain' mek me worry!  
 Case 'pears lak Mistah Wu'k an' me,  
 We ain' no mo' an' 'gin ter play,  
 Befo, he hab ter quit it.  
 Nex' time I see young Mistah Luck,  
 He settin' in de guttah;  
 While Mistah Wu'k went whizzin' by,  
 A-ridin' in de autah.  
 An' I ain' tek no notice ob  
 Dat gent, wid cyurls ambros'al;  
 I hatter run phone Mistah Wu'k,  
 Dat I done 'cepts his 'posal.

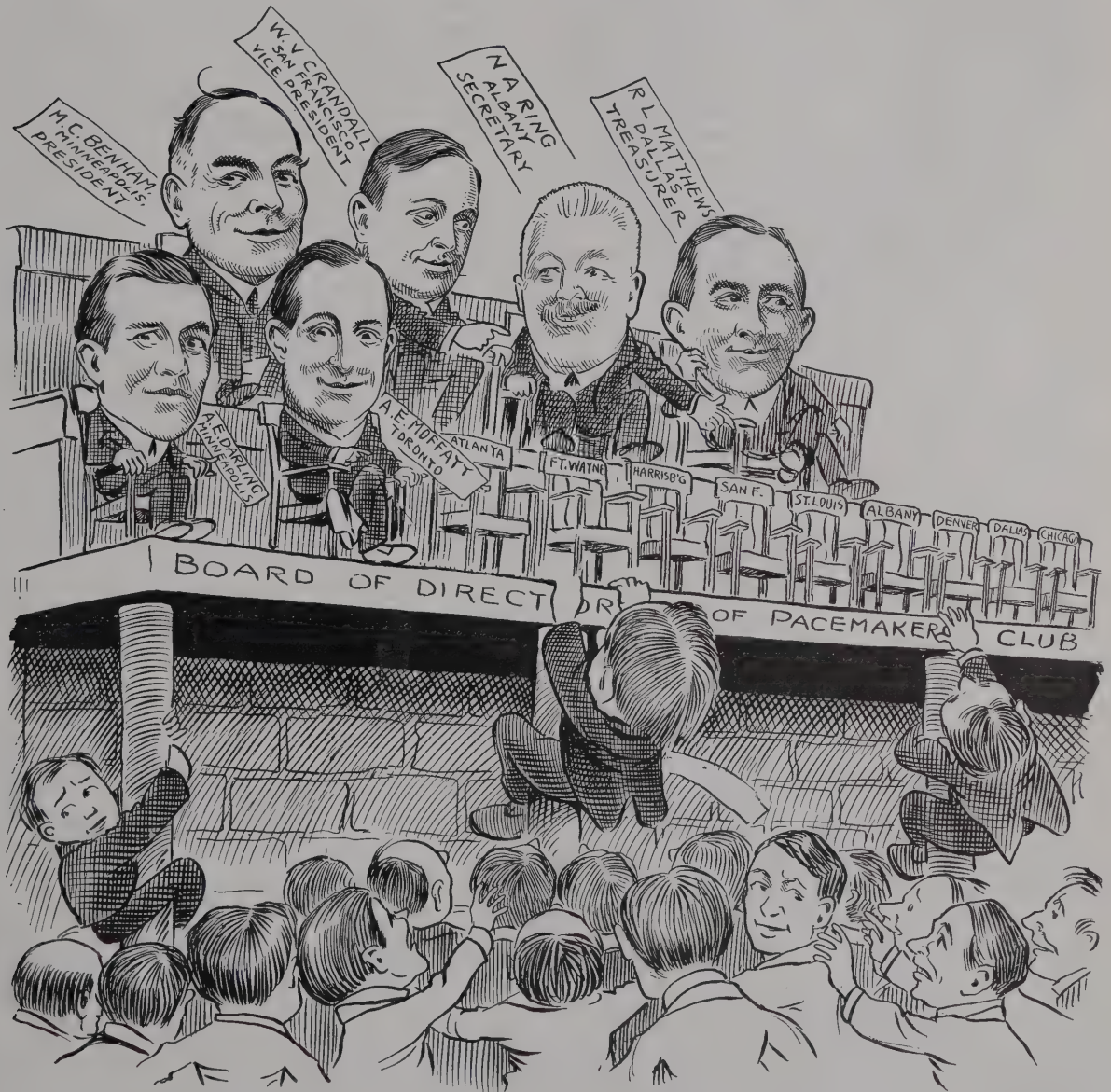
—The Independent.

The fact that nearly everybody else  
 "lets up" in the summer  
 time is your one  
 big chance





## ANOTHER DIRECTOR IN



A. E. Moffatt of Toronto is a Pacemaker and has secured the directorship of Toronto. If you want a directorship—You'll Have To Hurry!





A. E. MOFFATT, Toronto  
Elected Director Pacemaker Club

The second director to be elected to the Pacemaker's Club this year is A. E. Moffat, of Toronto.

Mr. Moffat is well known to most of the salesmen, as he has been with us a number of years. He succeeded in securing the directorship of Toronto, July 7, with 535 points to his credit.

He has made an unusual record and has closed up some exceptionally fine business. When you find a man that has the enthusiasm that Mr. Moffat has, backed up with clear thinking that comes from experience, you have a combination that cannot help but make a successful salesman.

Mr. Moffat sincerely serves both his customers and the firm, and is one of our most industrious salesmen. His judgment and business methods and the future, promises much for this ambitious worker, and we are looking for him to take other prizes during the year.

Messrs. Zahrt, Matlack and Briggs, who took their lunch at the Club yesterday, were the provocation for a witty utterance by Briggs.

As they walked across the street Mr. Zahrt noticed a nut lying in the road and remarked that some automobile was minus a nut.

Mr. Briggs said that it was not an automobile that it was off of, but a sewing machine.

Mr. Matlack asked how he knew it was off of a sewing machine and Mr. Briggs replied that it was easily apparent, as you could see the thread in it.

• • •

L. O. Pack, of Atlanta, is trying to make the Club in a hop, skip and a jump. One day's business last week netted him 59 points.

Mr. Pack is doing his utmost to pull the Atlanta District and himself up to the front and his efforts are cutting a swath.

### WHY IT'S BEST FOR THE SALESMAN TO SECURE THE NECESSARY IN- FORMATION ON THE GROUND.

(Letter Received From a Local Credit Man.)

dear Sirs I got your letter askin for a Lis of my Assets and Liabilities now I tole you wen I sent in that order that i was keepin a resterrant and not a Genrul Store and I dont keep sich things as Assets and Liabilities on hand and besides if i did it aint non of your darn bizness how manie have i got no how, they was a feller nosin around her yesterday wot sad as how his name was R g dun & Company and asted me how much money did i have and i kicked him clear inter the middle of next sunday. I tell you wot I wont have no meddlin in my bizness i am as good as any man and a darnsite bettern some if you dont want to sel me them goods wy go to blazes— please answer by next male.

Your fren —

• • •

Among the ordinary and extraordinary salesmen in the world we would mention S. A. Collins and W. F. Eastman of the latter class. Both of these youths are full of health and vigor and are making "hay while the sun shines." We expect to have both of these shining lights on exhibition at the Albany booth during the convention.

In "cashing in" your orders for Club membership Remember:—

*\$20.00 worth of general store business equals 1 point.*

*5 points equals one day.*

*6 days equals one week.*

*17 weeks equals one pacemaker membership.*

Original "tho't out" by Salesman A. B. Fasig, St. Louis.

# THE DAWN OF AUGUST

The way Father Time flies is certainly astonishing. Here we are again confronted with the fact that only four months remain in the year before the holidays.

If you plan to be a Pacemaker the time to *DO* is *NOW!* It is refreshing to view the list of salesmen on the eve of attaining membership and the number that will get in within the next thirty days. We are already planing one of the biggest conventions the company ever held. It is only for the "live ones."

Ignore the tariff as you should and direct your attention to the ten billion dollar crop which is being harvested and to the trail of gold which it is leaving in its wake and you will remove the last vestige of doubt regarding the business outlook and Pacemaker Progress for the year. We are having a banner year in our commercial history.

***GET YOUR SHARE!***

# No Dull Months

**T**O be a Bowserite means to be free from that popular fallacy that all business must suffer through what is generally termed summer dullness. Summer is the optimistic time with everybody except the people who have the summer dullness delusion.

The old fallacy of dull months is being exploded in this age of efficiency.

Dull months are for dull salesmen not for live ones.

The man who expects trade to be dull and is willing to have it dull will have it dull.

The man who leans back in his chair and says: "I'll take it easy now for July and August, will be dull anyway." Will get just what he is looking for.

Bowser business during the last several summers has proven that

The fact that one store salesman sells one hundred dollars a week is evidence enough. You all can *share*. We want one hundred Pacemakers a week. One hundred before the close. **HUSTLE-**



# or The Live Ones

There is no summer dullness among the live ones. The only summer dullness that comes is what you make for yourself. There is more money in circulation in summer than at any other time of the year and money is even spent freely for luxury and pleasure. Summer is the time big improvements and betterments are made in factories and railroads, iron and coal mines are busy, and the live salesman finds great activities in all lines.

But the lack of confidence, if allowed to take root in a salesman's mind will quickly develop for him a bumper crop of summer dullness. As a salesman thinketh in his heart, so will his business be. Bowser salesmen are Business Boosters.

There is worlds of business to be gotten in July and August if you only make up your mind to go after it. We all can have what we want in this world provided we're not afraid to work and sweat.

ed 100 points of business in *one day* last equal that perhaps but you can get *your* by the middle of September and two *W*—and be one of the first hundred.

# PACEMAKER TIMBER

## Forty High Men by Points, July 24, 1913

Salesman.	Office.	Salesman.	Office.
1. W. V. Crandall .....	San Francisco	21. F. L. Jones .....	Chicago
2. N. A. Ring .....	Albany	22. F. H. Richardson .....	Albany
3. M. C. Benham .....	Minneapolis	23. J. G. Sterling .....	Minneapolis
4. A. E. Darling .....	Minneapolis	24. A. F. Todd .....	Atlanta
5. R. L. Matthews .....	Dallas	25. F. H. Peebles .....	Harrisburg
6. A. E. Moffatt .....	Toronto	26. A. L. Casey .....	St. Louis
7. N. Paquette .....	Toronto	27. Jas. Ward .....	Minneapolis
8. E. B. Backman .....	Atlanta	28. A. G. Hartgen .....	Harrisburg
9. G. H. Reuben .....	San Francisco	29. S. A. Collins .....	Albany
10. C. M. Carpenter .....	Albany	30. W. C. Smith .....	San Francisco
11. J. W. Merickel .....	Toronto	31. R. G. Fisher .....	Denver
12. H. Beique .....	Toronto	32. H. J. Jeavons .....	Toronto
13. E. L. Milliron .....	Eng. Sales	33. F. G. Dabney .....	Dallas
14. T. C. Potts .....	Fort Wayne	34. R. L. Duncan .....	Minneapolis
15. L. F. Loeffel .....	Atlanta	35. E. J. Murphy .....	Toronto
16. E. F. Klotz .....	San Francisco	36. L. Paek .....	Atlanta
17. Lewis Smith .....	Albany	37. G. H. Schnabel .....	Chicago
18. G. W. Scott .....	Harrisburg	38. F. E. Walters .....	San Francisco
19. M. C. Bramham .....	Minneapolis	39. A. L. Byrd .....	Atlanta
20. E. J. Lovaas .....	Minneapolis	40. E. C. Ettinger .....	Minneapolis

**SPECIAL:** Since going to press three more directors have been elected. Records are changing faster than we can get them into type.

**SPEED UP!**  
And Get  
**A DIRECTORSHIP**



PRESIDENT S. F. BOWSER

ASSISTANT GEN. MGR. S. B. BECHTEL  
D. A. COREY, MGR. ENG. SALES.

The Railway Magazine took pictures of prominent people attending the Railway convention and kindly sent us the above.

F. Clayton, of Toronto, living in a cool climate, always impressed us as being cool in crises. We wonder, however, if he remained cool when he sold a 2-bbl. 41 complete, and a 12-bbl. 241 to Sir Thos. Shaughnessy, of Montreal, Que. Sir Thomas is president of the Canadian Pacific R. R.

◎ ◎ ◎

We'd slip you the information that Murray & Mac are leaving no stone unturned in their contest for the cup. Of course, "Murray and Mack" have a pretty good show. Have you seen it?

◎ ◎ ◎

Judging from the way Loeffle and Lovass have been getting the business since their marriage it seems to us that all the managers would do well to procure wives for their single salesmen.

◎ ◎ ◎

The Cracker Crew has been negotiating for a director several days now and they have been so near closing the deal that we have become nervous.

◎ ◎ ◎

Clarence Carpenter, of Albany, looks like the possible winner of the directorship. Looking over his sales record everybody must admit that Clarence is willing.

Our old friend R. L. Duncan, of Minneapolis, is becoming noted as the world's greatest conversationalist. All right. Let it go at that. That's modest enough, in all reason for a man that has such an ability.

Dunc has earned it in talking Bowser tanks. You'll meet him at the club.

◎ ◎ ◎

Efficient sales service requires the salesman to be a thorough conscientious business man whose aims are to serve with the greatest satisfaction, to both the purchaser and the firm, who sells the right goods for the requirements in a clean, business-like manner, in every transaction. Where the service is slipshod, where it is good one time and bad the next, when the salesman considers it is all right to "put over" understandings and misrepresentations—any old kind of an order—often full of misunderstandings or anyway to get the man's signature. Such business eventually proves more detrimental than good to all parties concerned. Service and success go hand in hand—and always will.

Sheldon says: "He profits most who serves best."



## DYERS' AND CLEANERS' CONVENTION.

The National Convention of the Dyers and Cleaners, held in Omaha last week, came to a successful termination and was well attended, especially by members in the Middle-west and Southwest.

Bowser & Company was represented at the convention by Mr. F. A. Knoche and Mr. I. L. Walker, of the General Sales Department, who secured some nice business during the convention.

There was nothing of unusual importance that occurred during the affair with the exception of the discomfort of Fred Knoche when he took a bath. The water at Omaha is not subjected to a purifying process and Fred said that after he took a bath he had to be brushed with a whisk broom in order to get the sand and mud off.

The next convention will be held at Cedar Point, Ohio, between July 15th and August 15th—the exact date to be announced later.

If we had time, we'd enter that competition of the Windsor Golf Club's for the Good Fellowship trophy. At least no one would be afraid to play us.

• • •

What will happen to the big sales records of Wyckoff & Johnson if someone doesn't put arsenic in Milliron's prunes. He's after 75,000 for the year.

• • •

G. H. Reubens, of San Francisco, the famous after-dinner speaker, has a violent attack of Pacemaker fever and is not expected to recover. He probably caught it from Stoddard or W. C. Smith or R. F. Rich, of the same district.

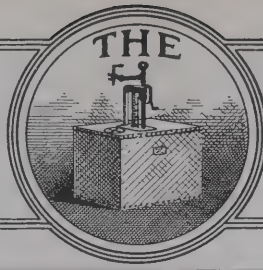
• • •

W. A. Lee and W. H. Decken of the St. Louis District are also likely candidates for the club in the near future.

NOT every season can be a harvest season; the wise man sees in "dull times" the chance to make his efficiency better for "good times"—he knows that *sowing and cultivating* are as much a part of crop-getting as reaping and thrashing.

When all is said and done, about all you get out of a summer's "letting up" is a *set back* in the Pacemakers Club and your bank account.

# BOWSER



# BOOMER

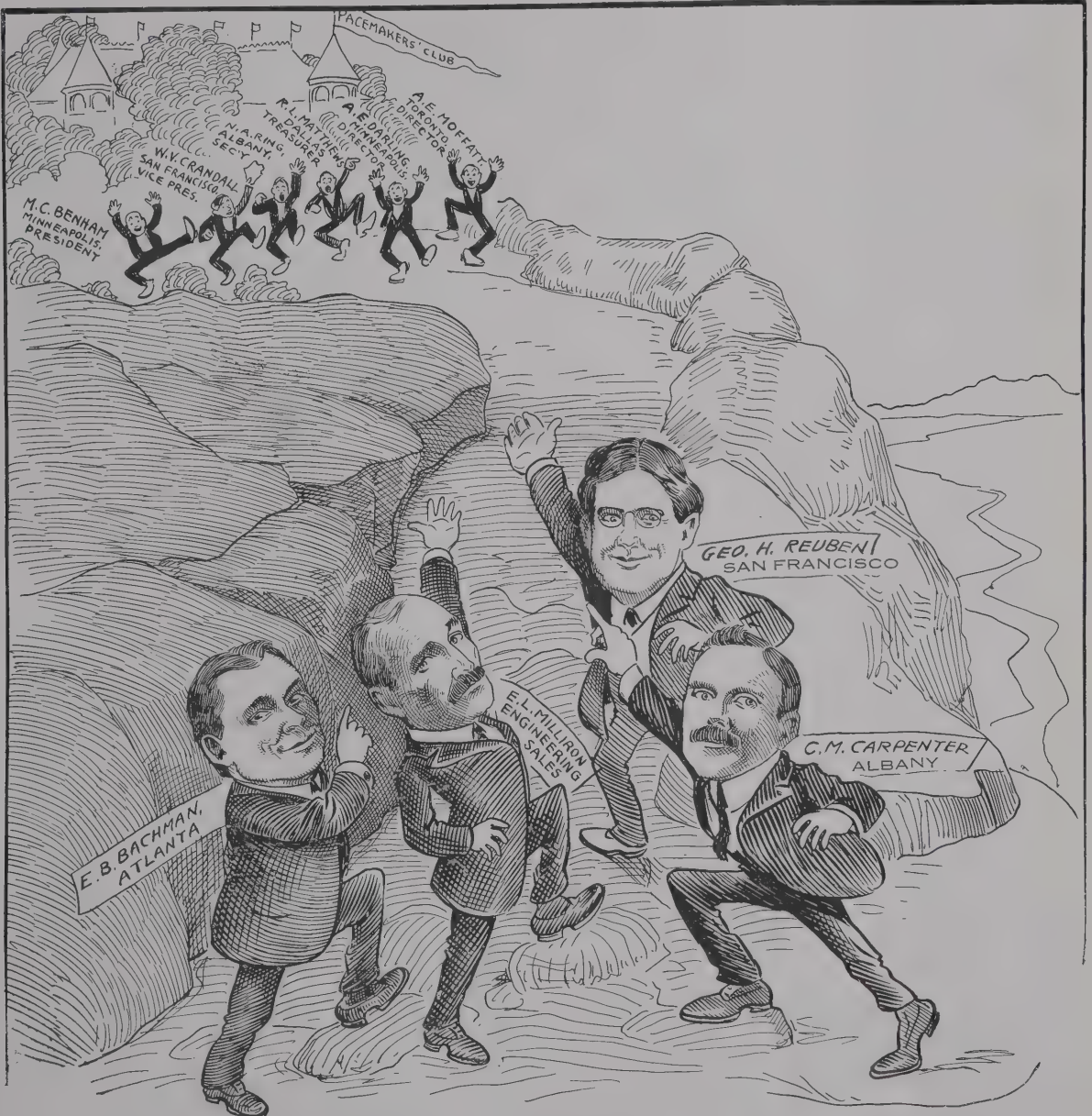
Vol. VIII

August 8th, 1913

No. 25

## It's a Climb to the Club—But it's Worth it!

(READ PAGE 206)



### FOUR MORE DIRECTORS ELECTED!

Bachman, Milliron, Reuben and Carpenter are Directors  
N. Paquette of Toronto is the First Laymember to be Elected

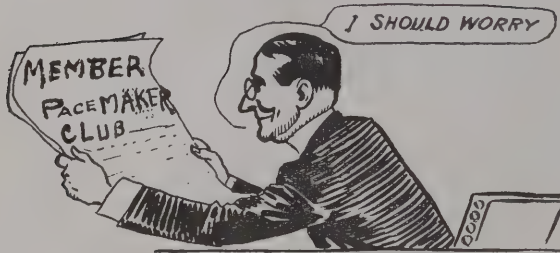




**G. H. REUBEN**  
 Director Pacemakers Club  
 San Francisco District



**C. M. CARPENTER**  
 Director Pacemakers Club  
 Albany District

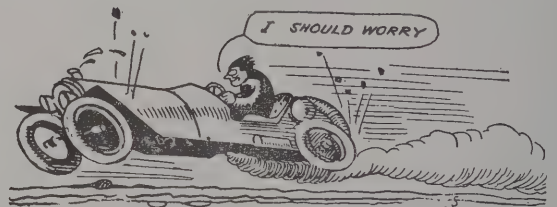


G. H. Reuben of the San Francisco office, secured membership in the Pacemakers Club July 16th, with 523 points to his credit.

Mr. Reuben is to be congratulated upon his rapid advent into the Club and in his success in securing the Directorship of the San Francisco district, the district which to all appearances now is the most likely winner of the loving cup.

We look forward with great pleasure to Mr. Reuben's presence at the convention, and while congratulating Mr. Reuben would also state that the San Francisco district is fortunate in securing a representative with the experience and diplomacy of Mr. Reuben, to look after their Pacemaker interests.

Anyone who has made the personal acquaintance of Geo. H. can readily understand why he has taken such a firm hold upon the business in this territory and why he was elected to the coast directorship.



C. M. Carpenter of the Albany office, has secured membership in the Pacemakers Club with 517 points to his credit. Carpenter's order No. 838, dated July 23rd, was the one that put him in and which also elected him Director of Albany.

No other one personality has made deeper impressions of ability for prize winning upon the management than has C. M. With splendid systematized work he took the Yellowstone Park prize in 1911. In 1912 he became a Pacemaker but beat it this year by two months and took the directorship.

It would be idle to enumerate the manifold ways in which Mr. Carpenter's genius as a salesman has been evidenced—they are matters of record in our many great sales campaigns. With him as an inspiration the Albany boys will rally for membership to the club, and may the district become a strong branch office of true progression in Pacemaker Club affairs.





**E. L. MILLIRON**  
 Director Pacemakers Club  
 Engineering Sales

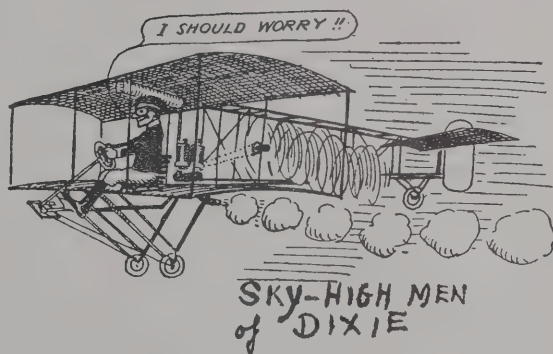


**E. B. BACHMAN**  
 Director Pacemakers Club  
 Atlanta District



If there is a Boomer reader anywhere who doesn't know E. L. Milliron, he is a rarity. He is, perhaps, one of the most versatile salesmen in the organization. Country, store, public garage, paint oil, dry cleaning, factory work and filtration systems for him have no terrors. The remarkable thing is that he works in them all equally well. Mr. Milliron is a very hard worker and as a consequence of systematising his work and efforts, he has been able to secure the directorship of the Engineering Sales Department.

Mr. Milliron has been a prize winner in many of our sales contests and was a Pacemaker in 1912. He has made a new record, however, getting into the club six months earlier this year than he did last, and securing a directorship in addition, which in itself is quite an achievement in competition with the many big producers in the department.



It is difficult to decide whether Mr. Bachman is greater as a salesman or as a politician. In his usual avocation of uncovering orders, he is an artist of considerable fame. He is also some politician, securing the office of Pacemaker Director among the sky-high men of Dixie.

You may classify Mr. Bachman as you choose but, in any event, it is reported from his district that he is a man of polish and culture and is widely and favorably known throughout his state, having been for a number of years chief reporter for the Supreme Court of the State of Mississippi before coming with us.

# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY  
S. F. BOWSER & CO., Inc., FORT WAYNE, IND.

Edited by C. H. DAVIES

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS EMPLOYEES

AUGUST 8, 1913

## WELCOME! BOWSERITES.

### A LETTER:

The news has just gravitated to the Home Office that the State of Texas is also enriched by an additional male member, B. L. Prince, Jr. of Dallas. We are sure he is a "Prince" in every sense of the word and will be able to take charge of a number of his father's various affairs. Quite likely he has already shown a disposition to speak up on important occasions and have a voice in matters.

### A WIRE:

It's an 8¼ lb. boy. Came yesterday 7 A. M. His Cut Number is "Harrison Wade Collins," and he looks like he would make a "Pacemaker" all right or at least make me pace some when he grows up.

S. A. COLLINS,  
8-4 Buffalo, N. Y.

### A DAILY REPORT:

Form 17B-30M-3-20-13.

#### SUMMARY OF DAILY REPORTS.

No. of Calls Made.....None.....

No. of Sales Made.....None.....

Total Amount of Sales.....None.....

If no work done, give reasons.....No Work.....

.....This day "Unto us a child.....

.....is born,—a girl is given.".....

.....

.....

Remarks: .....

.....

.....

.....

.....

Date 7-31-13 Salesman E. B. Bachman.

Director E. B. Bachman, of Atlanta, is a doubly blessed man these days. In July he secured membership into the Club, getting the Directorship of Atlanta, and on July 31st he mailed the foregoing daily report.

It speaks for itself. Not always do such joyous events as success in an election and the presentation of a daughter come so close together.

The commission from E. B.'s strenuous work will easily enable Baby Bachman to have the proverbial Golden Spoon.

We wish to congratulate these gentlemen and their wives. It is with pleasure we add the name of B. L. Junior, Harrison Wade Collins, and Miss Bachman to the Boomer subscription list.

• • •

Two very distinguished gentlemen from the great southwest visited us yesterday. We refer to William D. Alleman and C. E. Neff, of Texas. Mr. Alleman does special sales work out of Dallas, and Mr. Neff, who used to be with us, is in business for himself at Dallas.

The old homes of both are at Warsaw, Indiana, and while visiting there during their vacation, they ran up to see us. Mr. Neff said our old friend J. B. Heinen, with whom he is associated in business, but formerly with us, is getting along fine.

We are always glad to hear of and see old friends and Messrs. Alleman and Neff's visit was especially appreciated.

• • •

Our sporting reporter took some very interesting notes at the Anthony Hotel billiard room while watching a tournament in which four celebrities took part. It was a pool game in which D. A. Corey and W. B. Stamford was pitted against E. L. Milliron and E. R. Thompson.

In the beginning of the game Mr. Corey said that he did not have his right glasses to play pool but would make it as interesting as he possibly could under the circumstances. At the close of the game Milliron said that if Corey had his right glasses he would want a handicap of at least one hundred.

We later learned that Stamford was quite a shark at the game, and this fact, together with Corey's expert playing, made Milliron and Thompson easy picking.

# Looking Backward

THE following is a sample of thousands of letters received by us during the year. We are proud of them all. Read this one and you will see why our patrons have faith and confidence in their dealings with us. Here is the letter:

**D. H. Kirschner**  
**General Merchandise**  
Fancy and Staple Groceries  
a Specialty

PHONE No. 2

Bennington, Neb., July 21, 1913

S. F. Bowser Co.,  
Fort Wayne, Ind.  
Gentlemen:

I have just installed the Gas Tank you sent me. I find it works to perfection. I placed same in position all myself without any trouble if you just go according to instructions sent by S. F. Bowser Co. This is the second tank I bought of you folks. The first about 14 years ago for coal oil and works just as good as when new.

Very respectfully,

D. H. Kirschner.

## *Looking Forward*

WHATEVER we have done in the past for our customer is only a foretaste of future service. The best evidence of this can be seen in our new models, and new methods of caring for new conditions and situations, in our strengthened organization enabling us to provide for every requirement in storing, measuring and dispensing oils.

Mr. Kirschner will be as satisfied with Bowser goods twenty years from now if he lives, as he is to-day, because the outfits are built that way. Bowser goods are made right in every particular and have been proven so by the acid test of time. Boys you are selling the best line on earth. Get busy and secure your share.





**N. PAQUETTE**  
Member Pacemakers Club  
Toronto District

N. Paquette, of Toronto, secured membership in the Pacemakers Club, July 11th, and has the distinction of being the first Lay Member to be elected from his district this year.

We wired and wrote for Mr. Paquette's photograph so that we might give you a glimpse of his likeness but he was either too busy or too bashful to have one taken so we had to enlarge a small picture we received barely in time for this issue.

The keen abilities of Mr. Paquette have for some time been one of Toronto's valuable assets and he has made himself particularly useful the last few months in their endeavor to hold the cup.

We are delighted to have you join the Club, Mr. Paquette, and when you come to the convention we are going to have you give us a speech on how to get business in Quebec.



#### **TORONTO.**

W. N. Deming, of Toronto, has been doing a splendid business, and we will be much surprised if he does not get into the Club very soon.

E. J. Murphy is going to beat his last year's record several months in getting into the Club.

We have received a number of nice orders from him last week.

The Mackintosh boys, A. and A. L., are doing good work. "Daddy" Hance will not be taking any chances by reserving seats for them at the Pacemakers' banquet.

F. Clayton at the Toronto office, has brought himself again into the limelight by securing an order from the ——— Company, amounting to 47 points.

This is an exceptionally fine order, and Mr. Clayton is to be congratulated on the nice work.

#### **THE TORONTO BOYS ARE LIVE ONES.**

When Mr. Paquette acknowledged receipt of his membership card to the Pacemakers Club, he told several things that would be of special interest to some of the other districts.

We do not believe it is a breach of confidence in telling you what he said, and for this reason we are reproducing his letter in part below:

"This morning's mail brings me the happy news that I am elected to the Pacemakers Club, which I accept with the greatest of pleasure.

"It is indeed gratifying to know that when one's labor is studiously devoted to the Bowser line there is surely a reward coming at the end of the race. It is with renewed courage and a pledge of determined efforts I launch into the last half of this year, and will not be satisfied with anything less than coming to Fort Wayne at close to help claim the beautiful Loving Cup for the Toronto Office for another year.

"N. PAQUETTE."

#### **ST. LOUIS.**

We won't mention any names, but St. Louis has a bunch of live ones that are going to put it to the front before the year is out. For instance, there are the Casey Boys and Deicken and Lee and Murdock and Nelson and O'Neil and Steele and a number of others but we are not mentioning any names. You just watch St. Louis.

#### **ALBANY.**

Mac is doing some heavy legislating for the cup and his band of senators are developing some wonderful speed.

Just look them over. There's J. F. Connolly, Devereaux, Eggleston, Richards, Roberts, and Smith, natural born salesmen with sales records as long as your arm,

Then there is Belford and Howard and D. W. McConnell and others that are comparatively newcomers on the salesforce but are rapidly breaking into the same class.

I tell you, what with this bunch and the Minneapolis Minute Men and Toronto's Trouncers, Savercool had better watch out, or they will gobble the cup.

It is common scandal the way Savercool took the lead in the Cup race and wont let anyone else have a look in. For the past six months he has scattered his salesmen all over the Pacific coast territory and the orders they have been sending in are more numerous than bugs and ants at a basket picnic lunch—and even more industrious.

Anyhow they persist in believing that keeping San Francisco in the front is more important than life or death which neither Savercool nor Johnson regrets. So you see they are still in the lead but the other offices likewise have a yearning for it and there is going to be a struggle for it. Who are you expecting to win?

## BRANCH OFFICE STANDING

August 2nd, 1913—30th Week

SAN FRANCISCO

MINNEAPOLIS

ALBANY

DALLAS

TORONTO

FORT WAYNE

DENVER

ST. LOUIS

CHICAGO

ATLANTA

HARRISBURG

### FORT WAYNE.

Jawhn W. Lea, of West Virginia, put over some elegant business last week. Included in it was three public garage orders amounting to about 35 points.

Oh, Jawhn's there, all right.

◎ ◎ ◎

We must remark about the good work done in the past few weeks by Messrs. McCurdy, Homsher and Dorsch. They have been making some phenomenal records, and later on we will tell you more specifically about the "Pace" they have been going.

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Mr. Amann was a welcome visitor at the office this week. He is getting things lined up in his territory so that he will make the Club.

E. J. Little, Manager of the District, is recuperating for a few days in the wilds of Mich-

igan. He will be back on the job Monady, however, and the ambition of the salesmen in the district is to all have an order in the mail the day he returns.

Our old friend K. F. Hessenmueller, located at Pittsburgh, is doing a pheneminal business, and we don't know whether he is doing so much rush work to get into the Club or pay for the new automobile he recently purchased. Perhaps it is both.

Guy Wolford escorted Mr. Kratz, one of the leading Druggists of Angola, to the factory and had the pleasure of writing Mr. Kratz order for a No. 241. We are telling all of our friends who tour to Northern Indiana towards the lakes near Angola, that they can get "Red Sentry" gasoline at the Kratz Drug Store.

The Chilton Brothers, J. S. and S. M., are making fine records, and we believe that they will both get into the Club about the same time. They are well known in their territory and inspire the confidence of all whom they meet.

If you ever want an order dished up in aristocratic style, call on the Chiltons.

### MINNEAPOLIS.

To mention the salesmen in the district who are doing a good business would include practically all of their salesmen. It would be easier to name only the salesmen that are doing good but not their best. Those men already know it, however, so we will not say anything more than that Minneapolis believes the cup might get damaged in moving out to the coast so they are arranging to just pull it across the border.

So easy, doncherknow, Minneapolis laying adjacent thereto and abutting thereon.

**DALLAS.**

Mr. H. U. Earle, of the Dallas district, was making an auto trip from one town to another and saw an auto stuck. In an endeavor of one auto to pull the other out, they both got stuck. Mr. Earle did not like to lose time, so began work on the passengers in the cars. The result was he sold his order No. 537, which was taken by moonlight on the west prong of the Nueces River at 10:00 P. M., both autos stuck so they could not turn a wheel, plumb in the middle of the stream. Earle said "I don't think there is any question about the credit of this firm, so please rush this along."

If you'd put some Bowser men on the Sahara desert, they would soon have it a network of pipes by inducing the natives to buy Red Sentries for dispensing liquid to both man and machine.

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E. P. Dolan, our New Orleans representative, is getting the Queen City splendidly Bowserized and his town will soon take its proper rank on the Bowser map.

◎ ◎ ◎

We wish to comment on the good work W. L. Harville is doing. He has never inspected the factory but he will undoubtedly have a good opportunity to do so during the Pacemakers' Convention.

◎ ◎ ◎

W. W. Morris, our director last year is trying to succeed himself in office again this year, and if someone don't get awfully busy he will put it over.

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**ATLANTA.**

M. Bedingfield is one of the Dixie salesmen we haven't met. We expect to see him at the convention, however, if not sooner.

◎ ◎ ◎

We are hoping L. L. Patterson makes the club because we want him on the entertainment committee. L. L. has appeared before all the crowned heads of Europe and St. Charles, Mo. He is one of the greatest monologists of the age and in his day has even startled West Virginia.

◎ ◎ ◎

We long for a visit from H. T. Purdy, one of the old guards. H. T. was director last year so you may be sure he will be in the club again.

**CHICAGO.**

A. M. Sheldon is a new recruit in the Chicago district and during the past few weeks has been giving an especially good account of himself. Mr. Sheldon has taken to the Bowser line like a duck does to water, and he is beginning to be looked upon as one of the Chicago hopes. You know he is from Vermont—"nuf sed."

◎ ◎ ◎

F. L. Jones, one of our heavyweights on the salesforce, both physically and mentally is doing a splendid business. He is on his way to the club, and if anyone desires to go around him, both P. and M. they will have to go some.

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For a youngster, W. J. Magrane is making a splendid showing and if some of the old timers don't look well to their sales laurels, he will secure them.

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We are all interested in watching the records of H. A. Leonard, R. H. Sherlock and G. H. Schnabel, three live wires who are quite evenly matched. They each have splendid records and we are wondering who will be to the fore this year.

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**DENVER.**

R. G. Fisher of the Denver district, is doing splendid work and will be one of the Pike's Peak men at the convention.

◎ ◎ ◎

J. Vonderembse is getting a sales record as long as his name. Fine work, Von! Keep it up.

◎ ◎ ◎

**HARRISBURG.**

George N. Roos sold a splendid garage equipment yesterday for 10 points, all of which helps him on his way towards the Club.

◎ ◎ ◎

It looks as if G. W. Scott will register in the Club soon.

◎ ◎ ◎

H. Dalgaard and W. B. Nelson have also been making great progress. We wonder who will be the Harrisburg Director.



## THE ENGINEERING SALES DEPARTMENT ON THE MAP.

General Memorandum No. 700 advises that the Engineering Sales Department will elect its own director this year instead of competing with the Store Line salesmen of the district for the office.

All factory salesmen will be represented by a director. What we are hectic to know is who he will be.

The following is an alphabetical list of our factory representatives:

J. H. Armstrong.  
W. A. Armstrong  
H. F. Babbitt  
Paul Burke  
E. M. Caskey (Sup.)  
Allen Clark  
H. E. Dobson  
W. C. Halsey  
R. S. Johnson  
W. H. Malone  
F. W. Meegan  
E. L. Milliron  
C. W. Morrison  
H. L. Rolf  
H. C. Schaffer  
J. R. Sibley (Sup.)  
W. B. Stamford  
S. F. Taylor  
E. R. Thompson  
W. O. Wood  
A. D. Wyckoff (Sup.)  
F. A. Knoche

Messrs. Caskey, Sibley and Wyckoff, who are engaged in a supervisory capacity, are not eligible in the contest.

## ENGINEERING SALES DEPARTMENT GETS A DIRECTORSHIP.

Before we could publish the above announcement, we were advised by the Statistician that the Engineering Sales Department had elected their director.

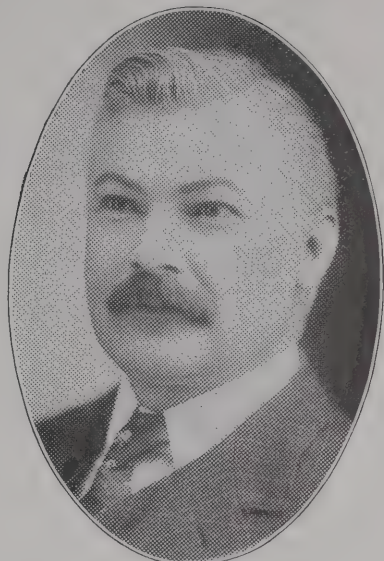
What wonderful speed these boys have! Just note the heavyweights among them.

• • •

The Engineering Sales Department was displaying two splendid orders received last week, one from W. B. Stamford amounting to 52 points, and the other was from J. H. Armstrong amounting to 50 points.

• • •

**SOCIETY NOTE:**—Prince Charming, alias J. Herb Armstrong, appeared at the factory today wearing a tourist's cap. He came in to talk over some big business. Just watch this boy make a sensational finish during the next few months.



C. A. DUNKELBERG  
Treasurer

## C. A. DUNKELBERG BACK.

Our congenial Treasurer, who has been abroad for the past three months, returned last week.

Our special correspondent met the boat at New York and secured the first interview. As usual, the Boomer scooped the Herald, Inquirer, Tribune, and other metropolitan papers. In fact, it is the Pacemaker in its field.

"Europe," says Mr. Dunkelberg, "is a large spot filled with restaurants, art galleries and armies. It is considered a splendid place to spend money. It has mountains, mineral waters, grapes, and is especially noted by tourists for its Palms (open palms)." Just at this moment when he was well launched on his European narrative Herb Armstrong's request came in for \$6 and he had to stop and get it out of the cash register, but he promised to finish the interview later. Herb must be going out for a good time.

The Boomer is starting a movement to bring Europe over to America, where it can be on hand permanently for the use of the Pacemakers Club. The only difficulty we anticipate is getting it through the Customs House. We are going to call on Mr. Dunkelberg to do that, however, and if he can't, there is no need for any one else to try.

Mr. Dunkelberg is in the best of health and enjoyed the trip very much, but says he is glad to get home.

Nope, he hasn't forgotten the combination of the safe. Oh, he knows his business.

# Our Front Cover

Did you notice in the picture that you have to climb to reach the Pacemakers Club? Did you notice the path is strewn with difficulties and obstacles?

When the fight is hard; when achievement grows more difficult; when the desired goal seems to recede as we struggle on toward it, there is inspiration in steep and rugged hills. They represent toilsome, persistent climbing if the summit is to be reached. The camel kneels to let his rider step into his place, but no mountain-top ever bends its rocky head to meet the climber. There it stands, unyielding, a challenge to utmost endeavor, to valiant mastery of difficulties, to proud achievement in the end.

For two years ambitious explorers battled with the steep mountain in the effort to reach the summit. Fearless, adventurous souls find a fascination in the dangers and almost unconquerable difficulties of the great mountains. Send out the word that any particular mountain-peak is hard to scale, that it has baffled every climber, that brave men have tried and failed—at once other bold men spring up in every land and rush to the conquest, saying, "No mountain-peak shall defy me; I will stand on that summit."

So in every field of human endeavor the difficult achievement challenges the man who feels his power. Man was not made to grovel nor to be a defeated creature all his days. He was placed on earth with the distinct command to subdue it. No difficulties must prevent his doing the thing that is good and ought to be done. As he views the difficult ascent to victory his spirit rises. The very height and peril of the mountain-top calls to him and he climbs, toiling and panting, to the summit.

Broad view and splendid outlook is one of the rewards of the man who wins the summit of the mountain. Just naturally he breaks into a song of joy and triumph.

Not every journey to the hills is a pleasure excursion, but it is almost sure to be one of profit. Even the hills which confront us in our daily work or our sales progress are not there to afford us playgrounds, nor are they there to stop our advance. They give exercise to our strength, our zeal, our skill, our persistence, and our faith. When life goes on too long at a dead level our souls are in danger of growing sluggish. Welcome to the hills that compel us to rise into higher and purer altitudes.

Vivi Vivi	}	PACEMAKERS' CLUB.
Hoch der		
Long live the		

## SAN FRANCISCO.



W. V. CRANDALL  
Vice-President Pacemakers Club

## A LETTER FROM THE VICE PRESIDENT.

Butte, Montana, July 28th, 1913.

My Dear Editor:

You can say to the boys through the Boomer that I am just as proud to be their Vice President as I was to be President last year. I well appreciate that I had a wiser and stronger bunch to run against this year than last. I hope the new President will please remember that it won't be so easy for him next year as we have so many coming stars among the Bowser sales force that the sailing is not going to be so easy from now on. I certainly congratulate the new Club officers and the early Club members this year for they have made some grand records. I well know what a Bowser salesman has to go through to make these records. Business in our line is great all over the country and now is the time for every Bowser salesman to show what is in him. Incidentally the Beautiful Cup Brim full of honors from S. F. Bowser & Co. will surely light in the right place this year.

W. V. CRANDALL.

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Mr. Crandall is putting Mr. E. F. English through a course in Bowser salesmanship and expects to turn him out with a Pacemaker Polish in record time.

We had the pleasure of a visit from F. E. Walters, of California, today which we enjoyed immensely. Mr. Walters with his wife and baby are visiting their relatives and friends in the east and stopped off at Fort Wayne long enough to say "Hello."

Since meeting Mr. Walters, we can readily understand why he takes such a firm hold upon the friendship of his trade and why he is a successful salesman. Everyone who makes his acquaintance is sure to be attracted by his frank and pleasant manner. We hope you will come back again at the close of the year, Mr. Walters, as a Pacemaker.

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We understand R. J. Coddington and A. B. Cornell have been invited by the Panama Exposition Committee to give an open air demonstration of order-taking on President's day. There are graces and laces to their work—very artistic—very. Both will be Pacemakers.

◎ ◎ ◎

W. S. Johnson and Ed F. Klotz, two more genial and progressive coasters, have been devoting their personal attention for months to the qualifications required to become Pacemakers with splendid results.

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Another citation to show that E. M. employs the best sales talent obtainable in his efforts to get the cup is the case of J. F. Arnold. Mr. Arnold is hitting the trail like a professional prize winner.

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## RAILROAD DEPARTMENT.

The Traveling Engineers' Convention will be held at the Sherman House, Chicago, Tuesday to Friday of next week, 12th to 15th. Our silver-haired veteran railroad man, W. R. Simpson, is a charter member of the association and will attend the convention in dual capacity, that of representing S. F. Bowser & Company and as a member of the organization. It is an important gathering, as many prominent and high railway officials always attend.

We are pleased to say that our ex-railroad representative, Mr. Frank T. Hyndman is very pleased with his new position on the W. & L. E. R. R., and doubtless fell into the regular railroad routine again just like water falling from a duck's back.



### TOM, THE GLOBE TROTTER.

Our trans-continental traveling expert, Tom DeVilbiss, has just returned from a business trip around the orbit. We met him in the general offices and happening to find him in a talkative mood, We asked him about his trip. "Oh, I had a good business trip," he said, "and it wasn't entirely without diversion. At a picture show I saw a one-armed man walk a tight rope. After that I made up my mind to see a one-legged man doing likewise. Sure enough I didn't. In Toledo, I happened upon a man I used to know in New York. (I always refer to the fact that I've been in New York whenever I get a chance. It gives me class). And this friend told me some inside sales contest facts which are important, if so. He said Benham became President of the Club through the influence of a number of orders. He is the champion joiner when it comes to orders. This was interesting." We always thought that Savercool was going to get the cup because it was willed to him. Now, we hear it was wished on him by his salesmen. Tom said he knew not if this was true; he told it as 'twas told to him, but Ed Klotz vouched for it, and Ed's voucher, they say, is good in seven figures.

The factory whistle blew, and Tom had to go to dinner, or we might have learned more. Tom has traveled 24,000 miles already this year and leaves for Philadelphia next week. Going some.

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### EFFICIENCY FOR AUGUST.

(By C. D. Larson.)

"To attract others, there must be something in you that is attractive; and the most attractive elements that you can develop are those of radiant life, exceptional interest, brightness of mind, personal quality, richness of thought, strength of character, sweetness of disposition and loveliness of soul. Try to be these things; act them out and you will soon be considered one of the finest personalities that any one can meet. Think beautiful thoughts and you become a beautiful character."

Now this is all very nice, splendid advice but how in thunder can one advance in human progress and harmonize elements of natural cussedness with angelic purity as long as "Jigger Pumps" exist in the land. Of course we can readily understand why a shopkeeper could improve his morals, have visions of glory, live in perpetual sunshine and have every human being on earth possess a sweet angelic disposition and obtain the idealism of our friend when using a "Bowser."

Get busy, boys! The millennium age will come as soon as every dealer in oils has secured

a "Bowser." The man with a Bowser is always as "sweet as honey," as fair as a lily, as radiant as a noon day sun and happy as a boy with a new pair of red top boots. So get busy.

◎ ◎ ◎

### A GOOD LETTER FROM P. E. DE VRIES.

Mears, Michigan, July 30, 1913.

Editor:

I have several hours to wait for a train to take me out of this small town so thought perhaps it might be good pastime for me to write you a few lines on Salesmanship.

Having been in business nearly all my life I have bought and sold a lot of goods and have come in contact with all kinds of people.

In my experience in buying, my advice to the salesman would be:

Don't argue. State facts. Don't arouse opposition in the buyer's mind. Agree with him or dodge the issue, lead him around to some subject where you do agree. A buyer hates to have a salesman prove to him he's wrong, perhaps he is, but he don't like to admit it.

Use plain language. If you are selling Bowser Oil Tanks and Pumps don't talk about reciprocating dudads and compound thingumbobs. Go somewhere and learn the English for these things, and how to make them clear to even a washerwoman. Never use a term where there is any doubt whether the customer understands it. We don't like to be made appear ignorant.

Tell the truth. If you are with a firm where you dare not tell the truth, leave it.

Be candid, Do not conceal things. The thing you have to sell has certain merits, it ought to sell on those. To sell a thing upon merits it does not have is poor policy. Be dependable, even if you make a casual remark for instance, that you will send a man a bunch of souvenir post cards or a book, don't fail to do it, forgetting is almost as bad as lying. If you promise to come back next Thursday, do it or send a telegram. Create the impression that you will keep your word, if it bankrupts you.

In fine, be as human as possible, you are not a catalogue nor a printed circular, you draw wages because you are supposed to be a human being. Be it. Don't be huffy, sensitive, impatient, dictatorial, indifferent, egotistic, or mechanical. Be a good fellow. Be the kind of a man people like to have around. When you attack a customer, aim two inches below his collar bone, if you can make him like you it is far and always better than to try to prove anything to his mind, very probably he hasn't much mind to speak of. But we all have hearts.

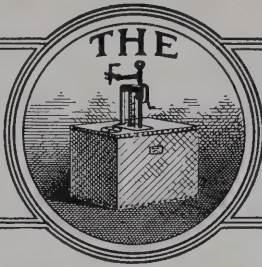
Yours very truly,

P. E. DE VRIES,

Salesman Fort Wayne District.

# Garage Number

## BOWSER



## BOOMER

Vol. VIII

August 26th, 1913

No. 26



THE WAY TOM LOOKS TO STRANGERS.

THOSE PICTURES THEY SEND BACK HOME.



THE WAY HE LOOKS TO HIS FRIENDS.

T. C. POTTS

Director of Pacemakers Club Fort Wayne District.

The eighth salesman to succeed in securing a directorship in the Club is T. C. Potts, of Fort Wayne, who won the Office August 22nd, with 516 points to his credit.

We are enthusiastic in our praise over his splendid record, as he was very consistent in his work and overcame remarkable obstacles. We all appreciate that it takes hard work to close business, but the honors to be gained and the remuneration is well worth the efforts.

Mr. Potts has never visited the Home Office more than two hundred times, and it will be a double pleasure for him to visit us at the convention. From the reports of his friends we learn that everyone who knows him admires and respects him, as a citizen as well as a teller of fish stories.

In either of these roles, however, he is exceeded by his selling ability and the record he has made in his sales work is much longer than the longest fish he ever really caught, or length he stated it was, and that is going some when he is known to the sporting fraternity as the captor of the largest rainbow trout ever taken from any creek or river in Michigan.

As a salesman he is sincere and ambitious, and we share in the pleasure of his success, especially in view of the fact that he sold more goods by the first of August this year than he did in all of 1912.

You have done well, Mr. Potts. The Club's Directorship is strengthened by your enrollment and the Fort Wayne District is fortunate in securing such an able representative. Shake, Pard, and may this be but the forerunner of other victories.





(Reproduction from the Comic Section of the Chicago Tribune)

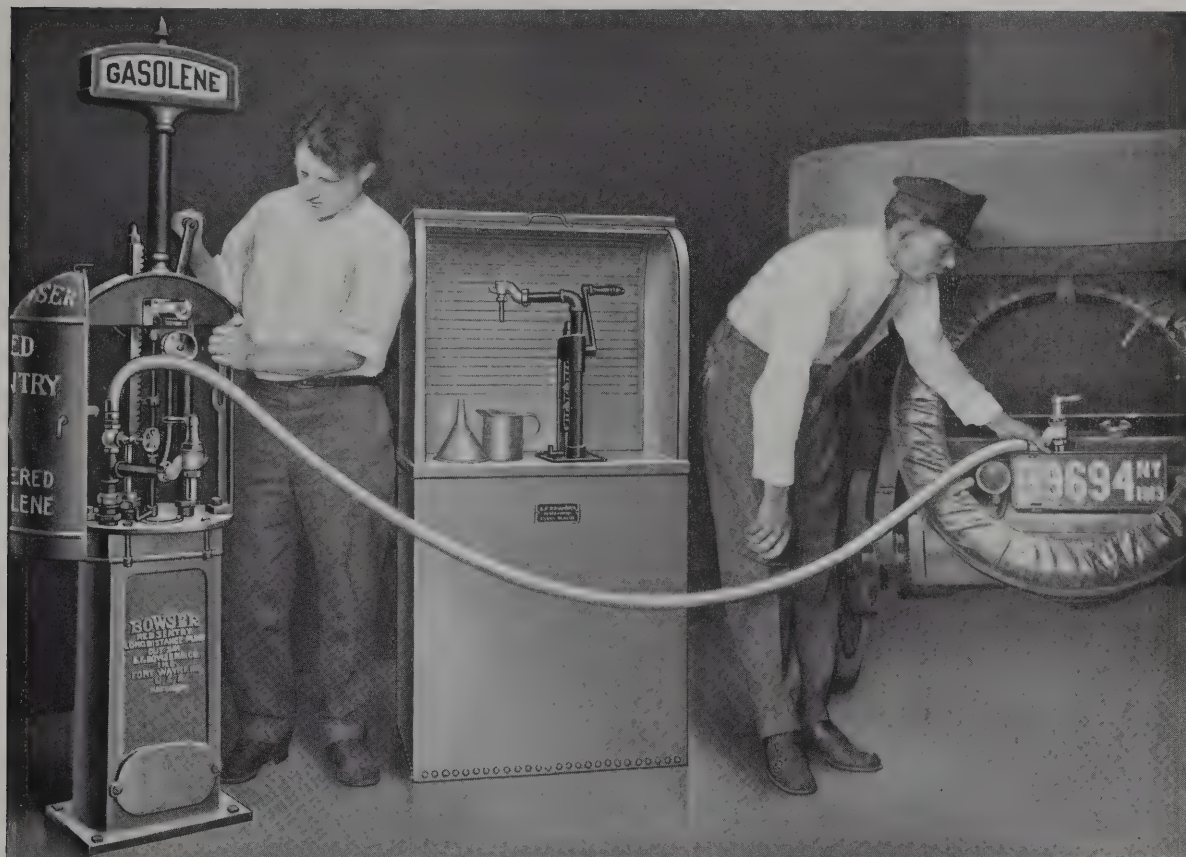
Had we a clarion voice and trumpeting tones that would carry with insistent emphasis into the car of every inhabitant of the globe, we would sing that sweet little refrain, entitled "*GASOLENE*"

## Our Message to Every Gasolene User

*DO NOT* cast aside this opportunity to secure Bowser Safety, promising yourself to buy next month or next year. You may not be living then. Accidents will happen despite the utmost care; and Accidents do happen as the result of carelessness or ignorance. It is the unexpected which demands foresight. The careless filling of the tank, a little trickling leak at the faucet, a carelessly thrown cigar stub, or the stepping upon a match may place you beyond the need of a tank. We want you to buy a Bowser only when you need it. The time to order is *NOW*.

Salesmen, deliver the Message.





BOWSER EQUIPMENT INSTALLED IN ELBERT HUBBARD'S GARAGE.  
Roycrofters Supplying the Car With Gasolene.

### ELBERT HUBBARD'S GARAGE.

We were recently favored with an order from Fra Elbertus, philosopher and sage of East Aurora. He has made it possible for the Roycrofters to enjoy the luxury of BOWSER equipment, although the BOWSER outfits can hardly be classed as luxuries in view of the fact that they are a necessity.

Sir Oracle himself will have no aversion for replenishing the tank of his car now that he merely has to turn a little crank. When his polyglot admirers visit Aurora they are met at the station by the Roycrofters' bus. This vehicle takes them to the various places of interest. Future excursionists will enjoy the additional pleasure afforded by the use of BOWSER stored gasolene in this bus and friend Hubbard, will also appreciate the smoother and easier running engine in his touring car which you see in the picture is being supplied.

### ROYCROFT SHOP.

East Aurora, N. Y., Aug. 8, 1913.  
S F. Bowser & Company, Inc., Fort  
Wayne, Indiana:

Gentlemen:

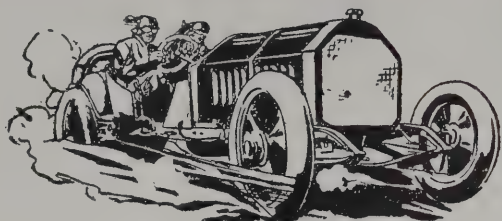
We have your kind letter of the 5th inst., and thank you very much for it.

Our advertisement department sent you some days ago some photographs of our little equipment, which you have probably received by this time. They really do not do justice to the pumps, but they are about the best we could get under the circumstances. Our garage, you know, is a sort of makeshift, and perhaps the best thing in it is the Bowser equipment. Some day we hope to have a building and surroundings that will do credit to the pump.

With all kind wishes ever, we are,  
Sincerely yours,

THE ROYCROFTERS,  
Elbert Hubbard, (Signed)  
Treasurer.

## *Bowser Users Do Local Advertising On Their Bowser Outfits.*



### Automobilists

We have just installed a BOWSER SIDEWALK GASOLINE FILLING STATION in front of our drug store. We have done this because we aim to make our store the most popular corner in town — we have done it for your particular convenience. This station enables us to fill your gas tank from the sidewalk—and to fill it with FILTERED gasoline.

Drive your car up and have it filled in two minutes with

**Filtered Gasoline at 18c per Gallon**

# WALDROP'S

"THE POPULAR CORNER"

Drugs.

SODA.

Cigars.

Users of Bowser outfits have found it very profitable to advertise the fact that they have Bowser Stored Gasolene and we reproduce herewith two newspaper ads run by Waldrop's Drug Store at Meridian, Miss. Who have recently installed a Red Sentry. The following news item appeared on the new device:

### INSTALLS GASOLENE FILLING STATION

Waldrop's Drug Store is ever on the lookout for something that will be of particular benefit to their patrons. It is this policy that is fast making Waldrop's the most popular corner in town.

The latest innovation is the installation of a Bowser Sidewalk Gasolene Filling Station for the convenience of automobilists. This station is situated on the Fifth street side of the drug store and gasolene tanks can be filled from the sidewalk. A proposed city ordinance will require all gasoline to be stored underground and it was because of this ordinance that this underground tank was installed. This station is also recommended by the National Board of Fire Underwriters as being the best and safest filling station and gasolene storage tank made.

In previous issues of the Boomer we have reproduced illustrations of sign boards, program ads and other newspaper ads, along this line

## NEWS FROM WALDROP'S

"THE POPULAR CORNER."

### U. D. C. DAY

WEDNESDAY, JULY 23.

The Ladies' of the United Daughters of the Confederacy will have charge of our Soda Fountain on this day. They will serve tempting drinks, ice creams and ices at our tables under the cool electric fans. We urge all of our friends and customers to make it a point to come to our store on this day, not only once, but many times. It's for a good cause.

### Our Automobile Gasoline Station

Our gasoline station for automobiles has made a decided hit with the motorists of the city. They have realized the great convenience afforded them in merely having to drive their car to the curb and let us fill their gas tank from our Bowser Underground Tank. Added to the convenience is the low price of the gasoline—18c per gallon. Can you beat it? This is only one of the many features that goes to make our drug store "The Popular Corner".

### Our Drug Service

Our Drug Service is without an equal in the city. We fill prescriptions most accurately with the purest of drugs. Your doctor's orders are carried out to the letter. And our delivery service—well, just 'phone an order and see how quick you get it.

Phones **855** **Cool Shopping** **855**



and as our users learn the value of such advertising the practice is becoming quite general. It is advantageous to the dealer, the public and the Bowser salesmen and we recommend it.



**STANDING OF FORTY HIGH MEN.  
VOLUME OF BUSINESS  
August 12, 1913**

- 1—M. C. Benham
- 2—W. V. Crandall
- 3—J. H. Armstrong
- 4—N. A. Ring
- 5—E. L. Milliron
- 6—S. A. Collins
- 7—A. E. Moffatt
- 8—T. C. Potts
- 9—G. H. Reuben
- 10—G. W. Scott
- 11—E. F. Klotz
- 12—A. E. Darling
- 13—Lewis Smith
- 14—F. E. Walters
- 15—H. Beique
- 16—F. H. Peebles
- 17—C. M. Carpenter
- 18—R. L. Matthews
- 19—N. Paquette
- 20—E. B. Bachman
- 21—W. C. Smith
- 22—H. A. Leonard
- 23—P. W. Lawther
- 24—R. H. Sherlock
- 24—W. J. Magrane
- 26—L. F. Loeffel
- 27—E. J. Murphy
- 28—A. L. Casey
- 29—R. T. Lawrence
- 30—F. H. Richardson
- 31—S. D. Stoddard
- 32—H. J. Jeavons
- 33—C. F. Comstock
- 34—M. C. Bramham
- 35—E. C. Ettinger
- 36—A. L. Byrd
- 37—A. G. Hartgen
- 38—L. Pack
- 39—W. S. Johnson
- 40—G. H. Schnabel

**These are the present Prospective  
Winners of the Bronze Tablet honors  
this year. The following are the  
names already there:**

1910		
R. S. Johnson	H. E. Bleecker	W. V. Crandall
1911		
J. W. Merickel	E. F. Klotz	S. D. Stoddard
1912		
A. D. Wyckoff	R. S. Johnson	T. H. Rhodes

**Whose names will be there in 1913.**

**A LETTER FROM DIRECTOR MILLIRON**

Pittsburgh, Pa., August 14, 1913.

My dear Editor:—

I certainly was pleased, in looking over the list of the newly-born Pacemakers to find my name enrolled as Director of the Engineering Sales.

I certainly have been congratulating myself in being able to grasp this honor from the Engineering Sales Bunch, as they are all live wires, and a division in the Sales Organization that stands second to none.

I do not feel as though we have done our duty until we have broken all previous records; by doing this we establish the Engineering Sales division as a permanent factor in the sales organization.

The opportune time is here; if we do not grasp same we are the loser; the year is rapidly passing around and every minute we waste from now on may cost us the prize.

A few of our fellow-salesmen have been fortunate enough to become Pacemakers at an early date, but this does not detract any of the honor from your labor, it merely demonstrates that "Where there is a will there is a way."

The greatest achievement is yet ahead! The race has just begun! We all have an equal chance to have our name on the tablet.

How-do-you-do! Good-bye! Twenty-five reports daily will not keep the factory running. "The name on the dotted line makes the bank roll." ————— "Stick!"

Do not boost your competitor's sales by knocking. Give him a chance.

Three important points should be observed, and you cannot help but win: "What you say;" "When to say it," and last but not least — "Stop talking; use the pencil."

I most heartily congratulate the newly elected officers of the club; you earned your victory.

I hope I shall have the pleasure of meeting every salesman in the organization as Pacemakers at the coming convention.

I know the officers of our Company will give you a hearty welcome. Do not disappoint them.

Now for a Grand finish!

With best wishes, I am,

Very truly,

E. L. MILLIRON.



# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY  
S. F. BOWSER & CO., Inc., FORT WAYNE, IND.

Edited by C. H. DAVIES

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS EMPLOYEES

AUGUST 26, 1913

Some men cut third base while the umpire isn't looking.

Others shirk when the manager is away.

But there is a big boss, his name is Commission Compensation, and you can never shirk and get by with it, with him.

• • •

E. P. Walker, of the Fort Wayne Sales Department, who travels in Pennsylvania, has a splendid showing for July business. His record shows that he secured 110 points, 56 of which were "C. W. O."

• • •

The unsuccessful salesman always has a good alibi.

• • •

One of the best "pot shots" of the month was sent in by K. F. Hessenmueller, which was a single order, amounting to 70 points, the entire amount of which was "C. W. O."

• • •

The Fort Wayne Sales Department also has another heavyweight with this class of business. We refer to W. C. Ingell. Mr. Ingell secured 115 points in July, 70 of which were "C. W. O."

• • •

Many a man who yells for justice would turn on his heels and squeal for mercy if he really got what he was yelling for.

• • •

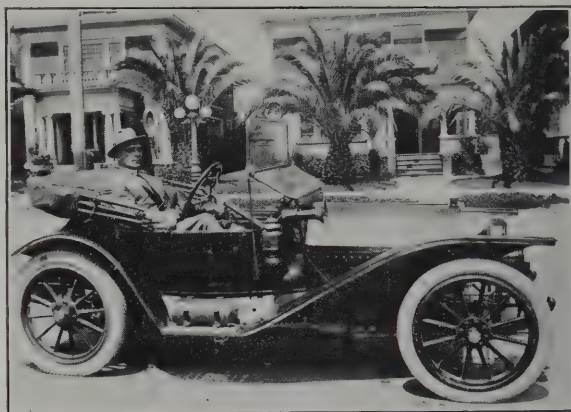
A special BOOMER writer who attended the Knight Templar's Conclave at Denver, called on our old friend E. J. Gallmeyer, who used to work out of Fort Wayne. He reports that Mr. Gallmeyer is doing splendidly and intimates that we may expect big things from E. J.

• • •

R. E. Chrone, of Dallas, the boy that used to lead in so many of the sales contests is in for prize winning this year and is going to be one of the Pacemakers from the "Lone Star State."

• • •

Manager Rodman has the "Price" to attend the convention. We refer to J. A. He will be in the Club if he keeps up his present pace.



SALESMAN L. H. LAHON  
San Francisco District

L. H. Lahon, of the San Francisco Office, who travels out of Oakland, California, has been doing some very consistent work. Mr. Lahon has been connected with the San Francisco Office since April, 1910. He is as artistic as he looks and can extract an order positively without pain.

Madam Tatrassini, the world-famous vocalist, almost persuaded Mr. Lahon two years ago to give up sales work for the foot-lights as he has a wonderful voice. We are glad that his love for the BOWSER line kept him with us.

• • •

A. Anderson, of the Toronto District, is doing a splendid business and will be one of the early birds in the Club. You can also look for F. Clayton and J. W. Merikel within the next week or two.

• • •

G. W. Scott, of Harrisburg, is doing his share of the uplifting this year and we would not be surprised if he copped the Directorship from that district. There are others after the honor, however, and the man who takes it will have to do some especially fast work.

• • •

L. F. Loffel, of Atlanta, continues to roll in the business and for a newly-wed he is making a record. Mrs. Loeffel is proving herself a very efficient sales manager and it looks as if she is going to make a winner out of Jack, yet.

• • •

R. E. Hawkins is one of the Fort Wayne Sales Department comers and we are wondering whether he will beat W. B. Offerle into the Club who is also making some great gains.

• • •

J. D. Murphy, one of Murphy's Minneapolis Minute Men, is doing some sharp shooting and you may expect to see his name on the register at the convention.

We announce with regret the sudden death of our Cuban representative, Mr. Paul F. Cardenas, who was killed August 13, in an auto accident near Havana.

Mr. Cardenas was first employed in Mexico during December, 1911, and remained with the Mexico Office until April, 1912, when he was transferred to Cuba.

Mr. R. G. Shulze is now in Havana where he went immediately to arrange for removal of the remains to Mexico, as requested by the widow. Mr. Cardenas is survived by his wife, Mrs. Maria Lusía Cardenas and three children. We feel the deepest sympathy for Mrs. Cardenas who has been terribly shocked at the sad occurrence.

### DON'T OVERLOOK THE APARTMENT HOUSE.

Practically every new apartment house being built these days also provides accommodations for the tenant's automobiles. Apartment houses built before the autos were in general use have or are providing such accommodations, as the demands are becoming so urgent.

Our salesmen should keep their eyes open for these apartment house opportunities. Many of our men have secured some elegant orders from this class of trade. Potts recently sent in one of these orders for fourteen outfits, and incidentally remarked that it required no more effort to sell fourteen outfits, under the circumstances, than it does one ordinarily. We entirely agreed with him and stated that we hoped from now on he would favor us with orders in lots of fourteens, and asked that he suggest some specific method by which all of our salesmen may be imbued with a like ambition. He replied:

"I should think that fourteen times the commission of one outfit would be sufficient imbuement, if nothing more, to strengthen one's ambition along this line."

So boys, look out for the apartment house requirements. It pays.

• • •

W. H. Malone, of the Engineering Sales, is gradually boosting his sales record and we are expecting some great things from Mr. Malone.

• • •

H. L. Rolf, of Columbus, Ohio, who looks after the Engineering Sales work in that city, is getting quite well established in the Buckeye State Capitol and his name is beginning to appear quite frequently on the order register.



### A WORD FROM DIRECTOR REUBEN.

Editor Boomer:—

In your recent issue, you state that the writer has a violent attack of Pacemakers' fever from which he is not likely to recover. Permit me to state that the accusation is true but that I expect to be convalescent December 24th, and expect to be able to sit up and take nourishment at the banquet.

REUBEN.

The above is view of the Case Garage, Phoenix, Arizona, whom Mr. Reuben recently supplied with Bowser equipment.

Mr. Reuben states that at night when the lights are turned on, the outfit and sign can be seen almost a mile away. When an auto drives up desiring gasoline, the autoist touches the electric push button which rings a bell in the garage announcing his arrival and service is almost instantaneous. The electric sign and push button was designed by Mr. W. W. Cathin, salesman for the Case Auto Car and is a live wire.

Mr. Reuben is the gentleman standing beside the pump; the gentleman in the doorway is the manager of the garage.



**Read the following Bulletin published and issued by  
The State Fire Marshall of Illinois**

**1913—BULLETIN No. 12—FIRES CAUSED BY GASOLENE**

The attention of the State Fire Marshal Department has been called to the number of serious fires recently caused by gasolene explosions, due to the careless handling and unsafe storage of this dangerous fluid. Nearly six hundred fires in the State of Illinois last year were directly caused by explosions of gasolene.

In the United States the igniting of the vapor from gasolene burns to death an average of thirty persons each week and seriously injures twice that number. In New Jersey recently twenty girls were killed, fifty seriously injured and property to the value of \$100,000 destroyed in a fire caused by gasolene explosion—the direct result of carelessness. A \$200,000 fire was started in a Winnipeg garage by horses stamping on a concrete floor while gasolene was being poured from open buckets into a gasolene tank in the building. The fumes spread over the floor and when a spark from one of the horse's hoofs caused an explosion the building and contents were entirely destroyed. At Alexander, Illinois, a tank of gasolene in a blacksmith shop exploded and caused a fire which destroyed a number of buildings and caused a loss of over \$30,000. At Bridgeport, Illinois, two entire blocks were swept away, property valued at an estimate of \$250,000 was destroyed in a fire caused by the explosion of gasolene in a small shop. A few days ago at Barry, Illinois, a small fire in a grocery store was communicated to a tank of gasolene, causing an explosion, and before the fire had been gotten under control a large part of the business section had been destroyed, causing a fire loss of nearly \$50,000.

Gasolene gives off a vapor constantly, and air which has mixed with it about ten per cent. of gasolene vapor is more dangerous than gunpowder. Gasolene vapor, being a trifle heavier than air, falls to the floor and is moved about by the draughts of air. There have been many cases in which women have been seriously burned by explosions of gasolene fumes due to creating a spark of frictional electricity by rubbing silk and other goods while being cleaned in gasolene.

The only reasonably safe and the only economical way in which gasolene can be stored is in properly constructed underground tanks. Dealers handling small quantities of gasolene should keep it in cans of not more than five gallons each, stored in a small building provided for the purpose, at least twenty feet from all other buildings.

**CAUTION:** The principal danger from gasolene lies in the fact that in ordinary temperature it continuously gives off inflammable and explosive vapor and a light some distance from the material will ignite it through the medium of this vapor. The vapor from one pint of gasolene will make 200 cubic feet of air a dangerous explosive. It depends upon the proportion of air and vapor whether it becomes a burning gas or a destructive explosive.

Beware of any leaks in cans and never forget how dangerous a material you are handling.

F. R. MORGAIERGE,  
Acting State Fire Marshal.

By W. S. HOOPES,  
First Deputy.

**NOTE WHAT A. H. RUNGE, IOWA'S STATE FIRE MARSHAL HAS TO SAY.**

S. F. Bowser & Company, Fort Wayne, Ind.

June 12, 1913.

Gentlemen:—

This office is well versed in your system of storing oils, and in our inspection have always recommended your underground method of taking care of same.

(Signed)

Yours very truly,

A. H. RUNGE, State Fire Marshal.



## RED CANS FOR GASOLINE

Dealers Who Fill Unlabeled Cans  
Subject to Fine

URGED BY STATE FIRE MASHAL

Official Bulletin Issued on Hazards  
Caused by Fluid

One of the important fire prevention enactments at the recent session of the Illinois legislature was the passage of the red gasoline can law, making it a misdemeanor, punishable by fine, for any retail dealer to sell gasoline to any person unless it is placed in a red receptacle, labeled "gasoline" in letters not less than a half-inch high.

In connection with this the Illinois fire marshal's department has issued a bulletin on the dangers of gasoline, stating that 600 fires in this state last year were caused by its explosion, and that gasoline causes the death of 30 persons each week and the serious injury of twice that number throughout the country.

The bulletin calls attention to the fact that the chief danger of gasoline is from the vapor it gives off, which, when mixed with air, is more dangerous than gunpowder. Gasoline vapor, being heavier than air, falls to the floor and is moved about by drafts.

The red can law is intended to restrict the numerous accidents which have resulted from mistaking gasoline for kerosene and using it in ways which are possible with kerosene but very dangerous with gasoline.

*Clipping from July issue  
of the Somonack Review  
(Illinois)*

Just think of it! Gasolene causes the death of 30 persons each week for the lack of Bowser outfits.

**SALESMEN, DO YOUR DUTY.**



Capt. GLEASON                      Chief SANGOR  
BUTTE CITY FIRE DEPARTMENT

### THEY STAND BY THE BOWSER.

The above is a view of our Cut 241, installed by the Butte City Fire Department (Mont.) Chief Sangor is very enthusiastic over the outfit and knows its worth through actual test.

Such endorsements of authority are appreciated by us and shows that Mr. Bowser's efforts have been crowned with success.

Captain Gleason so very closely resembles Fire Inspector Otis, of Atlanta, that the picture would pass for either.

• • •

We had the pleasure of a visit from W. C. Halsey, Factory Representative of the Engineering Sales Department, and we are pleased to hear that Mr. Halsey expects to close the year with a splendid showing to his credit. Mr. Halsey is an indefatigable worker and if he closes a good per cent. of the propositions he now has in hand his anticipations will be realized.



BENNETT AUTO CO., MOTOR MART, SIOUX CITY, IOWA.

(Interior Views on Opposite Page)

ACME PHOTOGRAPH CO.

The above is a view of the Bennett Automobile and Supply Company's new building known as the Motor Mart, located in Sioux City, Iowa.

This building was erected at a cost of \$300,000, and is one of the finest structures of its kind in the world. It is positively fire-proof throughout, and the structure is so safe that it will stand the weight of 400 pounds per square inch.

When the question of oil and gasoline storage came up, they were desirous of course of securing absolute safety and made a thorough examination of all the goods on the market. Our Mr. E. C. Ettinger had the pleasure of equipping same complete with Bowsers.

A view of the outfits installed are shown on the opposite page.

E. E. Low, who covers Arkansas territory, under the Dallas Office, added to the pleasure of our daily refreshing treat which consists of looking over the orders, by slipping in one for about 18 Points—C. W. O. One of the delightful features of this order was that it was part store and part factory. In short it was for three lubricating outfits for the mill and the balance for the Commissary Department or store, indicating that Mr. Low sells his prospects thoroughly. Good work, "double E", keep it up.

We were grieved to learn of two auto accidents in which our St. Louis Manager Geo. H. Hastings and his wife were victims of last Sunday while enjoying an auto trip about the city. In the second accident they collided with a street car and both were violently thrown from the car. While Mrs. Hastings was considerably bruised and suffered from the nervous shock, Mr. Hastings' condition is more serious and is still in the hospital; the last report being that he has a broken shoulder bone. We are all thankful it is not more serious and hope for their speedy recovery.

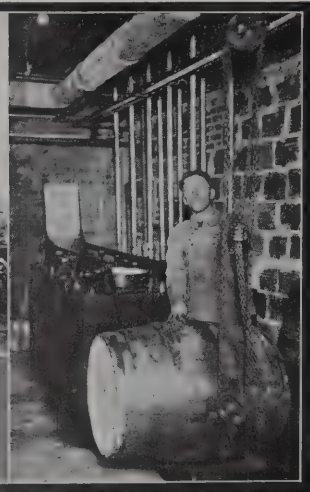




Bowser equipment in Bennett Auto and Supply Co's New Garage, called the Motor Mart. Sioux City, Iowa.



MR. ETtinger at the Extreme Left  
Top: Main Entrance, Note Cut 241  
Lower: View of Main Aisle. Note two Cut 121s



SPECIAL OIL ROOM  
Employee about to hoist barrel of oil on tracks to tank.

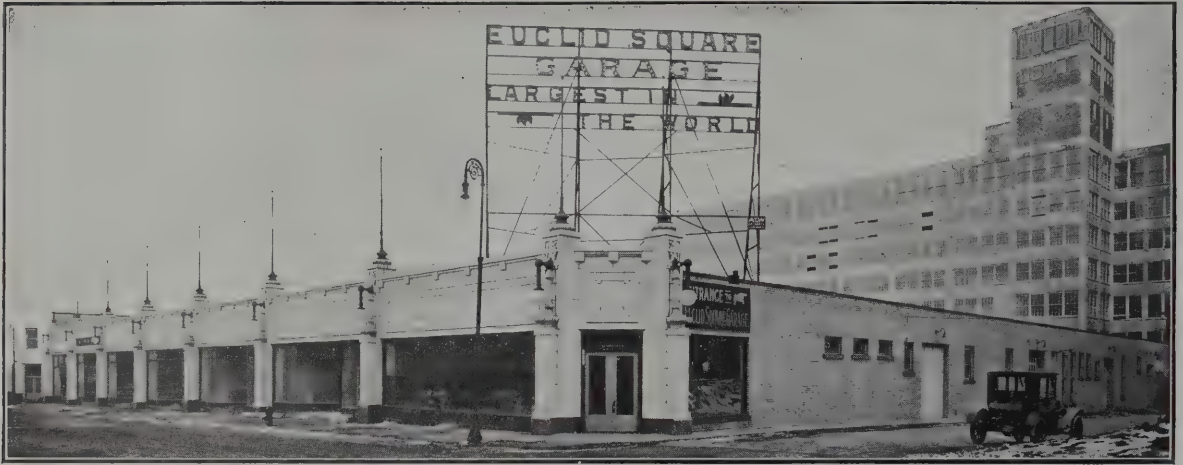
VIEW OF PUMP ROOM  
Containing five Cut 115 pumps for light, heavy, extra heavy, medium lubricating oil and kerosene, one Cut 39 for gasoline.

The Bennett Auto Company had Bowser equipment in their old garage. When they built their new place of course they wanted the best.  
THEY GOT IT.

This is a Fire Proof Vault built in the basement especially for the five 12 gauge Lubricating Oil Tanks.

**Gentlemen:**—The time to go after the garage business is Now. Next month the demands in the store line will compel you to give *all* of your time to *Kerosene* Sales.





EUCLID GARAGE, EXTERIOR—"Largest in the World."  
Thirteenth Street near Euclid Avenue, Cleveland.



INTERIOR VIEW.

Mr. T. C. Potts had the pleasure of equipping this garage with Bowser Outfits. In addition to ample storage equipment for gasoline and lubricants a continuous flow pump with measuring device was also included. This installation was one of the chief attractions at the last Cleveland Auto Show and received considerable attention and praise during the convention.

Mr. Fred Miller, of the St. Louis office, is here spending his vacation among friends. Mr. Miller was connected with the Home Office before going to St. Louis and we were all glad to see him again.

◎ ◎ ◎

Our old friend E. A. Englebert is once again back into the Bowser fold. Ed left us for about a year during which time he sold automobiles in Southern territory and altho he enjoyed going thru life on pneumatic tires he simply could not overcome his love for Bowser tanks, so he got in touch with Manager Murray and yesterday sallied forth under the Chicago flag. Welcome back, E. A., and may you be with us long and prosper.

We are told that while Jake Gumper was in Portland, Ind., last week he noticed a store having a sale on straw hats. Jake was attracted by the 19c price ticket and bot a lid. Later in the day the S. O. Agent offered Jake 50-cents for it and he sold it making 263% on his money. Jake became giddy in possession of so much wealth so suddenly he reinvested it all in Wild Cherry phosphate, all in one place. Jake later concluded those wild cherries were picked green—Yes it was pretty hard on the young fellow but after he has been traveling on the road a few years more he will not be so unsophisticated.

# This Letter Tells a Long Story in Few Words

TARPON SPRINGS, FLA.  
116 Spring Blvd.

BATABANO, CUBA.  
25 Maceo St.

BROOKLYN, N.Y.  
50th St and 1st Ave.

KEY WEST, FLA.  
1021 Southard St.

CANNETO - LIPARI.  
ITALY.

## JAMES H. RHODES & COMPANY

ELMER R. MURPHEY, PRESIDENT.

**IMPORTERS & MANUFACTURERS**

OF INDUSTRIAL CHEMICALS

65-67 FRONT STREET  
NEW YORK CITY.  
PRIVATE EXCHANGE-BROAD 263  
A.B.C. CODE 5TH EDITION USED.

162 W. KINZIE ST.  
CHICAGO, ILL.  
PRIVATE EXCHANGE, MAIN 4318  
CABLE ADDRESS "RHOCOM"

IN REPLYING E.R.M.  
REFER TO

ADDRESS ALL LETTERS.  
TO THE COMPANY.

Chicago, July 26th, 1913.  
"Saturday"

Mr. Bechtel, Manager,  
The Bowser Company,  
Ft. Wayne, Indiana.

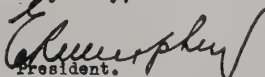
My dear Mr. Bechtel:

I would suggest that you get in touch  
with the garage at Ooloma, Michigan and endeavor  
to sell them a gasoline tank.

I passed through there the other day  
and stopped for gasoline. They have an old  
fashioned tank, which takes entirely too long --  
Never again for me -- And others must have the  
same experience.

Ever with kind regards,

Yours very truly,



President.

M.M.

JAMES H. RHODES & COMPANY.

### THE WORLD FAMOUS BOWSER.

The above letter is a reproduction from the original sent to our Assistant General Manager, Mr. Bechtel. It is evidence of the fact that the BOWSER gasoline filling stations are all that the salesmen claim for them and they are becoming recognized the world throughout as the only satisfactory method of storing and handling gasoline.

### Bowser Salesmen!

The responsibility of enabling  
the world's autoists to secure the  
service they are entitled to rests  
with you.

## BRANCH OFFICE STANDING

August 9th, 1913—31st Week

SAN FRANCISCO

MINNEAPOLIS

ALBANY

DALLAS

TORONTO

DENVER

FORT WAYNE

ST. LOUIS

CHICAGO

ATLANTA

HARRISBURG

THE BRANCH OFFICE STANDING IN THE  
GREAT CUP RACE.

It is remarkable how Minneapolis is gaining on San Francisco and it is also very exciting how closely Albany is following Minneapolis. Dallas has passed Toronto and now holds fourth place, while Fort Wayne has taken seventh position.

There are but a few per cents. difference in the standing of these Districts and the race is getting very exciting. St. Louis is only 2% behind Fort Wayne and Chicago is but 2:9-10% higher than St. Louis. Chicago leads Atlanta by 4:9-10%; and Harrisburg is gradually making gains.

New records are going to be made this year in this race and the office who wins will have to exceed the speed limit.

◎ ◎ ◎

## AN ACCOMPLISHMENT IN MILWAUKEE.

Milwaukee, Wis., August 12, 1913.

Friend Editor:—

We note the lateness of the hour at which Brother Runyan takes orders and to show you that Milwaukee Office is not keeping banking hours, the writer a few days since took an order at 11:02 P. M., consisting of a 22-Bbl.,  $\frac{3}{8}$ " Tank, together with a Cut 241 Pump, and arrived at his hotel without getting wet—either on the inside or out.

Come again, Jim!

Yours truly,

N. L. ROBERTS.

## THE MAN THAT CAME BACK.

Director Moffat, of Toronto, is making an especially fine sales record this year. He not only succeeds himself as director from the Toronto Office in the Pacemakers' Club, but is beating his last year's record in number of orders.

Mr. Moffatt started with us on August 15th, 1906; since which time he has written 850 orders. Of these orders, 198 were written in 1912, and up to August 5th, he has written 134 this year. Thus, in point of numbers he is beating last year's record considerably. Mr. Moffatt's standing in the entire Organization in United States and Canada, is as follows:

In 1909 he finished in 17th place.

In 1910 he finished in 13th place.

In 1911 he finished in 7th place.

In 1912 he finished in 6th place.

In the next issue we will publish a list of the fifteen high men in the finish of the last three or four years.

## A BENEDICT.

A delicately scented envelope came to the editor's desk in yesterday's mail, which received first attention. What we read further impressed us with the fact that we are all susceptible to the darts of cupid. Old men, young men, fat men, thin men, one touch of the arrow, they forget the high-cost-of-living and are willing and anxious to share their pleasures and pay the whole world's board bill for life if need be.

Our worthy chief correspondent and office manager, Mr. Harry Christie, of the Toronto Office, after no doubt, giving the matter careful and mature consideration, decided to enter the matrimonial state and signed up the usual printed contract July 31st. In appreciation of the occasion he was presented with a well-filled purse of gold by the Canadian Sales Force, and a very nice mahogany seven-day clock by the Office Staff.

Mr. Christie has left on a two months' trip to his ancestral home in the land of Wallace and Bruce, accompanied of course, by his good lady, and will be residing for the next four or five weeks at 1 Comoly Place, Dunfermline, Scotland.

Well, Friend Harry, we often wondered how you "got by" so long, and hope to meet Mrs. Christy some of these fine days. You are certainly taking a "high brow's" honeymoon and we wish you a most pleasant trip.

We join the organization in extending to yourself and better three-quarters a life of unalloyed happiness.



## PAT AND HESS.

Our friend from the Emerald Isle visited us yesterday and we were very pleased indeed, to see Mr. Cashman once again. It was a big day for the town in view of the fact that our German friend, Mr. Hessenmueller, was also here.

When they registered at the Anthoy Hotel there was a laughable incident occurred. When our Mr. Hessenmueller registered the Clerk assigned him to a room and they immediately went up to the room to see if the quarters were suitable for a man of his fame and name. When they opened the door they were surprised to see that it contained nothing but a lot of tables in it. Not being able to understand why this was Pat telephoned to the Clerk and asked him why he assigned Mr. H <sup>(short of type)</sup> that sort of a room. The Clerk replied that upon reading the register Hess' name sounded like a lot of samples and so he assigned him the biggest room in the house.

Pat left for Iowa, Sunday and while on the train wrote us a letter with a green pencil (the Pat—riotie Irishman that he is) asking us to send the following tip to Mr. Little:

"Dear Ed: While in your city I visited one of your citizens and talked oil tanks. He is very much interested and a sale can be made. In view of the fact that it is out of my territory and I cannot collect any commission on the sale, I take this way to notify you that right under your nose there is good prospect. I refer to Bert Bowser as a prospect."

We don't believe there will be very much commission in it for anyone who sells to Bert.

• • •

Among the nice orders coming through this week, was an order from H. E. Dobson, at New York, for a Filtration Outfit. This Filtration Outfit order was of a little superior class than the ordinary order, in view of the fact that it was of a little higher social standing.

It will not be required to filter dirty, grimy, lubricating oil, but will be used entirely for olive oil. The outfit was sold to a commission merchant who is a big importer of olive oil and he desires to bottle nothing but the absolutely clean, pure product. This can only be accomplished through the aid of a Bowser Filtration System.

• • •

If every user of gasoline who has a round, tin tank or top ground storage knew how rapidly gasoline evaporates during hot weather, they would realize that the saving a Bowser equipment effects would pay for the outfit in a season. At a temperature of 98, gasoline evaporates like smoke, and when you stop to think how many days this summer we have had 98 degrees, you will realize the enormous loss in gasoline that has resulted.

# Guide Posts

## On the Road to the Pacemaker's Club

100° in the shade never put  
*a real man* down and of  
doing anything he  
knew would be  
good for him

◆◆◆

Brain exercise is not much as  
heat producer—but as a  
business producer  
it is the main  
spring.

◆◆◆

In the calender of Success  
there is but one time—

*Now;*

But one day—

*Today;*

but one season—  
the *Getting Busy* season.

The time to make the Club

is **Now**

# Bowser Day at Winona



For some weeks the employees of the company have been preparing for the outing and picnic at the popular Winona Lake resort. Saturday, August 9th, was the date of the big outdoor frolic, and at the appointed hour Bowser men and their wives and sweethearts appeared at the railroad station with hampers and baskets packed with fried chicken and other good things to eat.

President Bowser again took his large and growing family out for their annual picnic to Winona Lake. The weather was ideal and the occasion was filled with pleasure and merriment as usual. There was swimming and boating and tennis and other sports but the Tennis Tournament seemed to be the most popular of the events. Perhaps this was due to the celebrities that took part. They were very interesting set and below is a schedule of the results.

Treasurer Dunkelberg was on the grounds in his new English smoke shoes which are of the spring heel design and undressed kid. He

also sported a necktie of most gorgeous hue, both pieces of wearing apparel which he claims were purchased at Picadilly Circus, London.

He was so intent upon getting into the grand promenade at the lake front that he forgot to supply Mrs. Dunkelberg with admission tickets and messengers had to be dispatched to the gates to supply the passports.

Mr. Dunkelberg's son, Dave, made splendid progress in giving his father swimming lessons.

C. A. D. proved to the crowd he was 99 99/100 per cent pure. He floated.

Dick Smetzer and Bert Bowser tried to tell the boys they caught a 2½-lb. bass. We didn't see, hear, taste or smell it, so you can't prove it by us.

Louie Steger and family, Bert Grosvenor and family, Mrs. Fred Knoche and several others tried to wear the lake out boat riding and got stranded on a sand bar. The result was they missed the last Bowser special and did not get home until 9 p. m.

☐ ☐ ☐

Our friend Wally Armstrong thought the annual picnic would be a splendid chance to take his annual bath and went in swimming. We regret to report, however, that he tried to do a high dive act in very shallow water and skinned his nose to the back of his neck. We immediately wired for Dr. Woodbury, however, the famous Beauty Specialist of Chicago, who administered the proper treatment and made Wally as handsome as ever.

☐ ☐ ☐

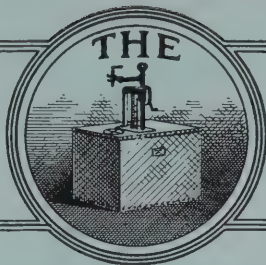
Mr. Bowser had not overlooked one thing to make the outing most enjoyable, and even had the weather bright and clear the whole day long.

"We had some great sport and a good time," was the universal word on the trains going back, and the factory and office employees, and all who participated in this enjoyable affair, join in a word of thanks to President Bowser for the happy occasion.

TENNIS SCORES																			
Sets.										Sets.									
NAMES.										NAMES.									
	1	2	3	4	5	6	7	8	9		1	2	3	4	5	6	7	8	9
Algier )										vs.	A. S. Bowser )								
Long )	1	0	0	0							Milligan )	0	1	1	1				
Burrows )										vs.	Tumbelson )								
Townsend )	1	1	1	1							Roberts )	0	0	0	0				
Burrows )										vs.	Lauer )								
Townsend )	1	1	1	1							Reinhart )	0	0	0	0				
A. S. Bowser )										vs.	Burrows )								
Milligan )	0	1	1	1							Townsend )	1	0	0	0				
Lauer Paul )										vs.	Bechtel )								
Matlack )	0	0	0								Simon )	1	1	1					
Walker )										vs.	Goff )								
Johnson )	1	1	1	1							Wm. Hatmaker )	0	0	0	0				
Walker )										vs.	S. B. Bechtel )								
Johnson )	0	0	1	1	0	0					Simon )	1	1	0	0	1	1		
Milligan )										vs.	Bechtel )								
A. S. Bowser )	1	0	1	0	0	0					Simon )	1	0	1	1	1	1	1	
Milligan )										vs.	Bechtel )								
A. S. Bowser )	1	1	0	1	0	1	1	1	0		Simon )	0	0	1	0	1	0	1	0



# BOWSER



# BOOMER

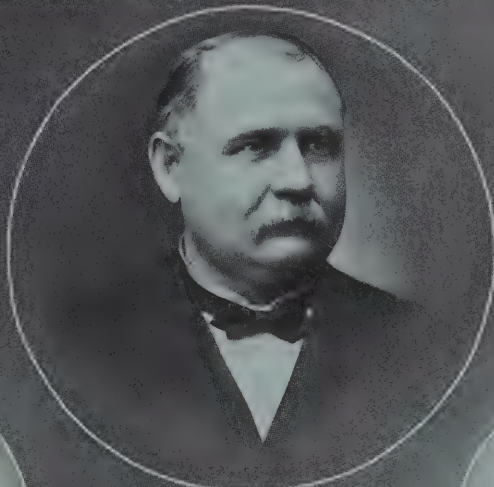
Vol. VIII

September 5th, 1913

No. 27

## Our Twentyeighth Anniversary

Sept. 5th  
1885



S. F. Bowser  
Founder  
and Pres.  
S. F. Bowser & Co. Inc.  
Fort Wayne, Ind.

Sept. 5th  
1913



The Shop 1885 "THE PIONEER" The Outfit 1885

# ANNIVERSARY NUMBER



## S. F. BOWSER & COMPANY'S Twenty-eighth Birthday

Yesterday morning, September the fifth, we called upon Mr. Bowser, in his private office, to congratulate him upon the success of the Company's twenty-eighth anniversary and asked him to tell us how he happened to invent the first Bowser Pump, he said:

In reply to your request of me for a story of the events that led up to my inventing our perfect, self-measuring oil pump, will say that there were events and events dating way back too far to lay before you at this time, therefore, I will simply give you what you asked for — just the story of the invention — a thing I have never done before. I will begin by saying that for twelve years before my invention I was a traveling salesman, selling wrapping paper, paper bags, and so on, in which time I had many experiences that would try the steel of any man, and more. Finally, notwithstanding the rugged man that I was, my nervous system was undermined and I became wholly unable to take care of my business and had to slacken my pace for the time being and take a greatly needed rest, at which time I deeded my home to one of my creditors and moved down town near the Pennsylvania Railroad Station, where I got three rooms for \$10.00 a month. Here I relaxed but remained on the road, selling wrapping paper and tinware for a friend of mine, working as I could stand it, two to four days a week, aiming to be home every night or at least was seldom away from home more than one night at a time. I kept this up for a year and did fairly well. I kept out of debt and paid my friend whom I was working for \$90.00 of a debt, in which time my physical condition improved, as was evidenced by the fact that I gained eight pounds.

This was early in the spring of 1885 and I was going out on the 5:00 o'clock train one morning in pursuit of my business, therefore, I got up about 4:00 o'clock to get ready, and among other things I wanted to leave my wife a good supply of water for the day. The well from which we got our water was about seventy feet deep and our means of getting it was somewhat primitive, notwithstanding the same way is in use now, here and there, through the country, and doubtless forever will be. Over the well was built a little house and up in the roof of this little house a big, grooved swivel wheel was fastened, over which the long well rope passed, so that a bucket could be tied to each end of it and by letting one bucket down for water you at the same time would be drawing up the other bucket full of water. The little house over the well was unusually high. It simply had a roof on it and was not enclosed, and the well being deep and the night being still and very cold, the steam that came out of the well froze on to the ropes



THE FIRST PICTURE OF THE SHOP FORCE EVER TAKEN.

Top row reading from right to left: Pete Shultze, Chas. Allgeier, Mr. Tritenbach, Mr. Osey, W. F. DeVilbiss.  
 Lower row, seated: Mr. Baker, S. F. Bowser, Frank Kirbaugh, Alex. Bowser, Mr. A. R. Kummer, T. D. DeVilbiss, Allen Bowser, John N. Broom.

thus exposed between the mouth of the well and the roof which was, as before stated, unusually high from the ground. Therefore, to draw water in this manner, all of this frozen frost covered rope had to pass through my hands and it being a very cold morning, added to its sting of cold, but I got the water. In the meantime, my good wife, who never murmured or complained, had me a bite to eat and I took my grip and made the train.

I went to Decatur, twenty-two miles south of Fort Wayne; here I got a team of horses and a sleigh and drove to Pleasant Mills, some six miles southeast. From there I drove to Willshire, Ohio, three and one-half miles further on, and it was on this drive from Pleasant Mills to Willshire that my mind turned to the unpleasantness of drawing water out of this deep well on a cold morning, and my thoughts turned to devising some better way, at which time I saw, as it were, a pump cylinder at the bottom of the well sufficiently large to hold a pail of water, the same being provided with a discharge pipe and a pump rod, similar to our present pump, and so arranged that with one full stroke I could discharge a bucketful of water. This looked good to me and I thought if it was good, and practical, may be I could work up a little business out of it by manufacturing it for the market, and upon my return home I





VIEW OF THE PLANT IN 1894 BEFORE THE FIRST FIRE.

Two weeks before it was destroyed, the brick Office was completed and stood fifteen feet on this side. The little barn with three windows to the left was the shop in 1885 and 1886, which also contained a cow and a room for a load of hay.

took it up with my brother, who was an engineer on the Pennsylvania Railroad and lived the second door from me, drawing water from the same well.

Neither of us being versed in this kind of business, but my brother having an acquaintance with a Patent Model Maker down street, who was quite versed in mechanics of this sort, we went down and laid the matter before him and he took out of his drawer a little book that treated on subjects of this kind and showed us therein the great pressure that would be necessary to raise the water to the surface from so deep a well, which convinced us at once that it was absolutely impractical, and this settled it for the moment at least, with all of us, but when I got out alone and was thinking the matter over, it came to me in almost audible words, "Why will it not do for oil? It is never far away," and as this was going through my mind I could see, as it were, an oil tank setting in the corner of a grocery and I could see another oil tank setting beneath in the corner of the basement of the grocery, and as basements at best are never very deep, I felt sure that my pump would work very satisfactory in either of these tanks.

So in a few days when my brother was in I took this proposition up with him and he readily agreed with me that in this case the pump would work entirely satisfactory, but he suggested that everybody was supplied with oil tanks and there would be no market for them, but as my business was selling goods, I did not see it that way, but told him I was going out in the morning and would be home the day following and in the meantime I would see what I could do in the way of telling some of my customers who were handling oil about my invention, and see if they would be interested in such a device, so I left in the morning and returned home the following day about 7:00 o'clock in the evening, in which time I had taken five orders.



I simply laid the matter before my prospective purchaser in an earnest, enthusiastic manner, just as if we were going right ahead to manufacture them and my customer would respond "All right, if you can make



The upper view was taken from the south side of the factory after the fire. The building standing is the brick office that had just been completed, which stood about fifteen feet from the factory.

Lower view—An indication of how the fire leveled the entire factory to the ground, excepting the Japanning oven, to the right, and the office, to the left.

such a device and it works as you say, I will take one," and down went his name for one and I repeated this five times in two days, as above stated, and it was three months afterwards before we could fill these orders. In the meantime, one of the parties failed but the other four re-



General view of the plant after the new brick factory had been built, succeeding the fire, the destruction of which is shown on the previous page.  
This is a view looking south-east.

ceived their goods in the hearty, enthusiastic manner in which they gave me the order and paid for them promptly.

Now, this was the beginning of the tank business, and how it came about. A volume could be written of dark and trying times I had before the time of the beginning of this article, and two volumes of the same kind could be written of the times since, but you will observe that had it not been for these trying times and misfortunes, of which I had many, together with my broken health, I would not have lost my home, I would still be a traveling man, and there would have been no **BOWSER PUMP** today.

In conclusion will say, in my wonderful experience where there was no sunshine—"I saw why all this." I needed it, and had, and have use for all of it in my business, and to-day over fifteen hundred people are on our pay-roll, enjoying with me and mine, the blessings of the sunshine that comes after the dark, dark clouds have rolled away. God planned, and I was used by Him,—is "Why the Bowser Oil Tank and Pump Works is what it is to-day."

Very truly yours,  
S. F. BOWSER.



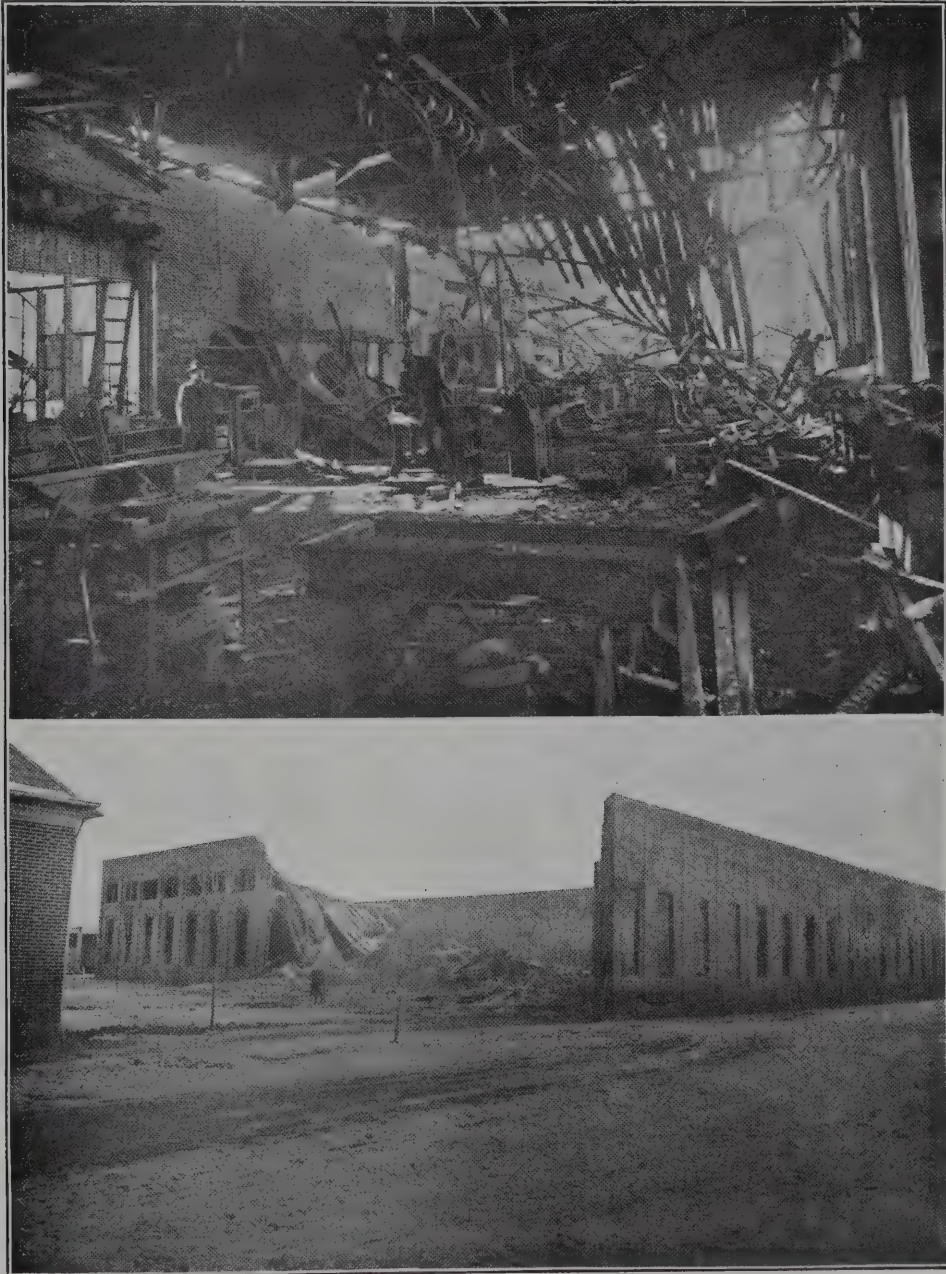
## A brief history or account of S. F. Bowser & Company's progress from its inception.

The greatest achievements in history have had their inception in small beginnings.

To build firmly and securely is to build slowly but surely. The growth is accomplished

step by step and thus the foundation is strong and lasting.

The history of the Institution of S. F. Bowser & Co., is not tedious to any reader because



The above are views of the second fire which visited the plant on Christmas morning of 1897. .  
The top view is the Machine Department after the fire, looking west.  
The lower view shows the general destruction of the fire, the Machine, Paint and Shipping Departments that suffered the most.





The above is a view of our Drafting Department, which occupied a room in the factory. In these days, we did not have a corps of engineers. Mr. Allen A. Bowser and Mr. L. E. Bowser were the mechanical experts who designed improvements and did the general drafting.

of their wonderful development and the remarkable life history connected with it.

It deals with the problem, which confronted one generation and was solved during the life time of that generation. In its promulgation, enthusiasm figures as one of its most valuable assets.

Mr. Bowser with his ideals, his desire for work, his undaunted courage, is as much a potent factor in the progress of the firm to-day as he was in early history.

Success in any business requires unremitting, conscientious work, but it is safe to say that in few businesses has a man given so much of himself, of his time, of his thought and sacrifice as did our President.

As far back as 1884 Mr. Bowser realized the necessity for self-measuring oil pumps and he owes his inception to the pump in the well from which he had to draw water. It was at this early date that the Pioneers of our present Institution began experimenting with some apparatus that would serve for the dispensing of oil, the same as the water pump drew water from the well.

Associated with Mr. Bowser in these early days were his brother Alexander and brother Lafe, together with their sons. For many years

this little band of workers labored diligently and earnestly with very meagre immediate compensation for their untiring efforts. Mr. Bowser tells us how he went on the road to see if he could dispose of Bowser Pumps and his natural sales ability enabled him to close five orders the first day and he returned home with five orders that represented his trip.

These orders secured indicate the market for the goods and gave the little band of workers the inspiration and courage to immediately begin making outfits to fill these orders.

With hardly any resources and with no financial backing the work was commenced.

It required some strenuous endeavor in their joint efforts on the vital work of delivering the goods. It took privation to afford the money necessary to buy the raw material from which to construct this outfit, but those early days of efforts were far-fetching in usefulness and a dollar's worth of material then was worth more to them than a thousand dollars' worth later on.

Finally the first outfit was completed and Mr. Bowser being proud of the product, invited Jake Gumper, who then conducted a grocery store on the corner of Calhoun and Breckenridge Streets of this city, to come out and look at the new Bowser Tank.





VIEWS OF THE RE-BUILT FACTORY AFTER THE SECOND FIRE.

Left Top—Machine Department, looking West.  
 Right Top—Galvanized Iron Department.  
 Middle Left—Machine Department, looking East.  
 Middle Right—Wood Working Department, looking West.  
 Lower Left—Paint and Shipping Department, looking West.  
 Lower Right—Painting and Shipping Department, looking East.

During this time the Company was making wash-boards, dustpans and automatic screwdrivers.





PICTURE OF THE FACTORY FORCE IN 1894.

Top Row—Jim Osborn, Ed. Jenne, George Slater, Gust Orth, Mr. Fisher, Joe Goodall, Arthur Williams, Fred Duryea, Chris Orth, Joe Pigh, Mr. Wells.  
 Second Row—Pete Doenges, Mr. Delagrange, H. Hunting, John Polhamus, Fred Hendricks, Jim Quin.  
 Third Row—Fred Knoche, Salesman E. P. Walker, Mr. Schone, Mr. Schields, Mr. Stein, John Todd, Mr. Wise Mr. Gebert.  
 Fourth Row—Dan Kelly, Mr. Roberts, Mr. Martin, Gus Knoche, Mr. Shultie, Mr. Ikes, John Broom, Charles Bowser, Warren Rogers.  
 Fifth Row—Mr. Hoffman, Jim Nierhood, Bill Orth, Mr. Shane, John Russel, Fred Williams, George Miller, Wesley Bowser, George Dolan, Frank Bowser.  
 Sixth Row—(sitting)—Mr. Sunderland, Sylvester Bowser, Alexander Bowser, L. E. Bowser, Allen A. Bowser, Bessie DeVilbiss, Tom DeVilbiss, Fred Rodenbeck, Gus Schultie, George Walda, Frank Kritzer.

M. Gumpfer was immediately impressed with the cleanliness and convenience of the outfit and said he would take the tank. This tank was built, however, on the order taken from Burton & Nelson, of Hicksville, Ohio. Mr. Gumpfer needed the tank in his business, however, and in view of the fact that Mr. Bowser needed the credit at Jake's store for groceries, he let Jake have the tank so that he might have a drawing account to secure food for the family.

This is the way it came about that Jake Gumpfer got the first tank that was made, although he was the seventh man that was sold.

It must be remembered that in those days Mr. Bowser was the salesman, carpenter, tinner, bookkeeper and the office boy. What untiring, what an up-hill battle, so discouraging for want of funds, these Pioneers encountered but unswerving loyalty to the product, their high and noble devotion to the line and self-sacrificing activity won the day. No obstacle

was so great but what enthusiasm and labor without stint, surmounted them.

These are the things that made this Institution a possibility and an actuality, instead of a pathetic theory or hazy memory.

In these early days, he had no fine tools to work with, no spacious factory, no conveniences of the present mechanic. They were days of privation, work and worry.

The first machine they had was an improvised lathe driven from the belt of a wagon wheel and operated with a hand power crank. The second lathe was a Barnes foot-power lathe and the first engine was a 2-H. P. steam engine which used oil for fuel. This later was supplemented with a 10-H. P. threshing machine engine.

It is hard to realize the hardships and inconveniences, to say nothing of work and worry that Mr. Bowser encountered in his early days. It was almost a daily trip for him to walk to the city and carry out galvanized iron pipe, tin





View of the First Salesmen's Convention—Picture taken on Mr. Bowser's Front Porch, January, 1897.

Top Row—(reading from left to right)—E. C. Ettinger, M. Gwine, H. H. Geller, B. A. Barlow, Mr. W. Cragg, Mr. Foss, W. T. Kirk, Mr. G. W. Pask, Mr. Chas. Compart, Frank Leslie, E. M. Savercool, F. Schabb, J. N. Dietch.

Second Row—(left to right)—Rex Kiger, Chas. E. Saunders, C. O. Wiggins, H. S. Covey, Mr. H. W. Dierker, Mr. Chas. Farnald, Ray Loomis, E. P. Walker, Mr. E. F. Klotz, Mr. Farnham, J. W. Minick, Carl Swain, Mr. B. W. Applegate, E. W. Lewis, J. Conley, George W. Bigelow, Mr. H. N. Bledsoe.

Front Row—(sitting, left to right)—L. E. Bowser, C. E. Neff, D. C. Hawkins, Rosser McClure, Charles Weed, Allen A. Bowser, S. F. Bowser, A. Z. Polhamus, J. W. Wells, Tom Cragg, Tom DeVilbiss, J. W. Runyan, Edward Biddle, Alexander Bowser.



PICTURE OF SALESMEN IN CONVENTION 1898.





VIEW OF THE COMPLETED FACTORY AFTER THE SECOND FIRE AND THE NEW OFFICES.

TOP—from left to right—Mr. Bowser's Office; S. F. Bowser seated at the desk; Allen A. Bowser beside desk.  
A. Z. Polhamus seated at the desk, Carl Swain standing beside the desk  
Mr. Minnick seated at the desk dictating to his stenographer, Miss Clara Grier.

Second Row—View of General Office, Looking West.

Reception Hall—Gentleman at Desk, Mr. Rob Cragg.

LOWER—View of the Completed Factory After the Second Fire.  
View of the Main Accounting Room, Looking East.



VIEW OF FACTORY FORCE 1899.



PICTURE OF SALESMEN IN CONVENTION 1899.



and other supplies on his shoulder, simply because he could not afford to hire an expressman.

Later on, however, the Company did afford the luxury of express service and hired Silas Jones, a pioneer expressman of Fort Wayne, to make trips from the shop to the city, as required.

It is also a fact that often the mail would be held up in the office for a day or two, because there were no stamps and money available for their purchase.

The first tanks were built in Bowser's barn. Mr. Baker was the first tinner and was assisted by a boy, Frank Kirbaugh.

The first salesman, Frank Leslie, went out in 1886 and he remained with us until his death five years ago. The second salesman was Thos. DeVilbiss who also went on the road in 1886. He made one trip to the southern part of the state, took a number of orders and on returning to the factory found they had more orders than their small force could handle and it was necessary for him to go to work in the factory where he practically remained ever since.

In 1887 Mr. Bowser met with an accident to his finger by being cut with a saw. Being so busy with his business he did not stop to give this careful attention and it resulted in blood poison in his limb which swelled to twice its normal size and only a timely operation saved his limb and his life. At the time of his accident Miss Bertha Winbaugh was employed in the office and Mr. Bowser, although confined to the house, was active in directing the affairs of the company, having Mr. DeVilbiss and Miss Winbaugh coming to the house every day to go over business matters with them. Physical pain and suffering did not keep Mr. Bowser from work or change his course.

After getting well he employed his first bookkeeper in 1888 who was Will Bates and is now employed in the Secret Service Department of the Pennsylvania Company. The next bookkeeper was Chas. Strubble who resigned to take his present position as Cashier of a bank at Waseon, Ohio.

In the meantime the business had warranted the taking on of additional factory force and John Broom was given charge of the Shipping Department who remained with us until his death and his son, who succeeded him is still with us.

About this time Miss Kitty Kohler was added to the office force and she remained with the company for a number of years, up to the time

of her marriage to George DeWald who is now in the wholesale dry goods business in this city.

In 1889 the factory force consisting of twelve men whose pictures are shown on page 227. The sales force at this time had increased to fourteen men who traveled principally in Indiana, Michigan, Ohio and Kentucky. There were no defined territorial lines. The salesmen were Messrs. Leslie, Clark, Wolcott, McCurdy, Morris, Lamb, A. DeVilbiss, McIntosh, O. J. Bowser, Thomas, Jones, Heng and Carl Peter Swain.

The Bowser product and the immense Bowser Plant in its wonderful development, is a tribute to the spirit of achievement which dominated Mr. Bowser and his band of workers who have kept abreast of every forward step in the development and use of oils and gasoline.

The men whose life-endavor it represents, built into it one masterful idea from which has sprung nearly one hundred different models, some complex, some simple, all of which were developed with the idea of humanities' interest paramount. Bowser Products embraced the needs of humanity beyond the confines of Fort Wayne and its surrounding territory. It was a product that would prove a factor in increasing human comfort throughout the entire world in its onward march of civilization.

The early days, however, made a history of incessant struggle before these final accomplishments of convenience and safety in oil storage and distribution.

Upon July 28, 1894, the plant was visited by a most destructive fire. It was laid in total ruins with not so much as a wagon-load remaining unburned except the new brick office building which had just been built. Before the ashes had cooled, however, a bigger and better factory was being planned and which was soon under construction, while the firm courageously continued business in temporary quarters at the Western Gas Construction Company's plant nearby.

On December 25, 1897, fire again wiped out our factory, and with the books full of unshipped orders, a most distressing situation presented itself. With the same indomitable spirit, however, born by ambition and enterprise, the destruction only urged greater perseverance and plans for rebuilding were immediately begun and new buildings were soon up to replace the loss.

In 1895 the company went into the manufacture of washboards, dust pans and automatic screw-drivers.



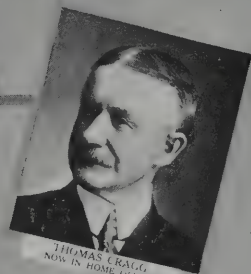
C. E. SANDERS  
ATLANTA, GA.



E. F. KLOTZ  
SAN FRANCISCO, CALIF.



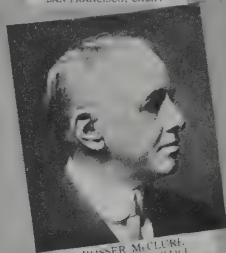
E. C. ETTINGER  
MINNEAPOLIS, MINN.



THOMAS L. RAGO,  
NOW IN HOME OFFICE



J. W. RUNYAN  
HARRISBURG, PA.



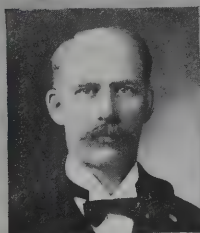
ROSSER MCCLURE,  
NOW IN HOME OFFICE



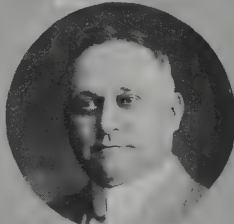
H. T. PURDY  
ATLANTA, GA.



J. D. CUMPER  
FORT WAYNE, IND.



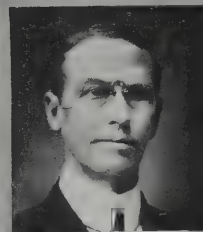
C. W. BICELOW  
SAN FRANCISCO, CALIF.



J. H. MEDSKER  
FORT WAYNE, IND.



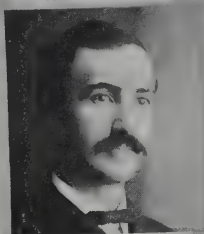
E. P. WALKER  
FORT WAYNE, IND.



E. M. SAVERCOOL  
WESTERN MANAGER



P. F. CASHMAN  
ST. LOUIS, MO.



A. B. CORNELL  
MINNEAPOLIS, MINN.



H. F. DIETCH  
CHICAGO, ILL.



C. W. HAINER  
HARRISBURG, PA.



A. LAVERTY  
FORT WAYNE, IND.



GEO. R. QUARLES  
HARRISBURG, PA.



N. A. RING  
ALBANY, N. Y.



W. C. SMITH  
SAN FRANCISCO, CALIF.



E. A. KNOCH  
FORT WAYNE, IND.



W. R. HANCE  
CANADIAN MANAGER

SALESMEN THAT HAVE BEEN WITH US CONTINUOUSLY FROM TEN TO TWENTY-FIVE YEARS AND STILL IN OUR EMPLOY.





S. F. Bowser

The Man That **Made** the First Bowser Safe Oil Storage and Distributing System.

On the opposite page is shown a picture of Mr. J. D. Gumpper, the man that got the first Bowser Pump. Although his was not the first order, he was the first to commercially use it. This is explained at the foot of this page.

Elsewhere in the Boomer you will find how difficult it was for Mr. Bowser and his small business family to secure the money necessary to buy the raw material from which to construct this one outfit.

Even Mr. Bowser at this early stage of the business with his high ideals, his desire for work, his undaunted courage, his foresight did not dream of the far-reaching possibility of his invention and manufacture. From this one equipment has grown the entire Bowser line and like the solid oak tree, its branches are in every direction and the roots so firmly planted that there is hardly any storm conceivable that will overturn it.

The above is a view of the first order registered, showing a record of the first eight writing. At this time Mr. Bowser was salesman, bookkeeper, cashier and in fact he was having bought the first Bowser tank—Messrs. J. D. Gumpper Grocery Store at Fort W. about was as follows:

Mr. Bowser made this road trip, which you read of in his letter in the forepart of ever, to make the outfit for this order which he took, after he had completed the first Bowser Self-measuring Oil Outfit. Mr. Gumpper came out and after looking at it and before stated, Mr. Bowser realized that Mr. Gumpper needed the outfit and he also promptly delivered the outfit, in order to get a drawing account for food for the family, pump that was made.

1		b-	
1885-			
Sept 5	J. D. Gumpper Fort Wayne Ind		
First Pump from delivery to Westchester by rail and with	Pump (1st floor) (P.S. 1)		
Sept 19	J. M. Brown Paw Paw Ind		
Second Pump from delivery to Westchester by rail and with	Tank (1 Bbl) & Pump (P.S. 1)		
Sept 19	G. H. Overholzer Auburn Junction Ind		
Realty Order # 3	1 - 1 Bbl Tank & Pump (P.S. 1)		
Sept 19	Ackley & Steelsmith Hicksville Ohio		
Realty Order # 2	1 one Bbl 1st floor Tank & Pump (P.S. 1)		



2

1880	Sept 19	Eldridge & Nelson Hicksville Ohio	1	1 Bbl Tank & Pump	1st floor	(R.S. #1)
	Sept 21	J. C. Gay Huntertown Ind	1	1 Bbl Tank & Pump	1st floor	(R.S. #1)
	Sept 22	Foeker & Merriman Munroe Ind	1	1 Bbl Tank & Pump	1st floor	(R.S. #1)
	Sept 25	A. Kramer Swan Ind	1	1 Bbl Tank & Pump	1st floor	(R.S. #1)



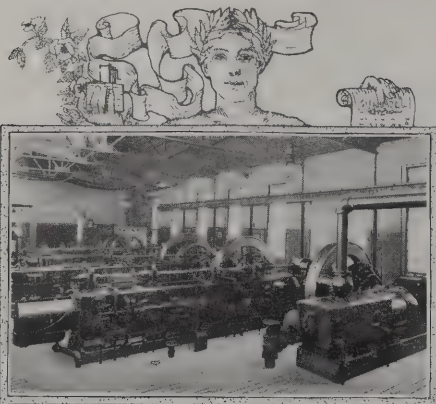
J. D. Gumper

THE MAN THAT GOT THE  
FIRST BOWSER PUMP.

Mr. Gumper purchased the first self-measuring oil storage equipment made by S. F. Bowser. He was so interested that later he gave up his retail grocery business in Fort Wayne in order to sell the equipment. From that time till the present, he has been a successful Bowser salesman.

Mr. Gumper began his services as salesman for S. F. Bowser & Company, Inc., January, 1897, having no previous selling experience except as a retail grocer behind the counter. He traveled continuously in Indiana in a radius of seventy miles around Fort Wayne, with the exception of the last few months, and has always been among those standing high in sales records and often has been a prize winner. He was a Pacemaker last year and promises to repeat this year.

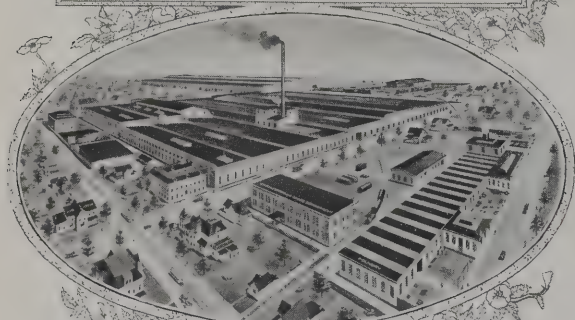
old, which were sold by Mr. S. F. Bowser himself and orders registered in his own handwriting, from President to Office Boy. There are two firms that claim the distinction of Indiana, and Eldridge & Nelson, General Store at Hicksville, Ohio. The way this came, and Messrs. Eldridge & Nelson was the first sale he made. When he came back, however, he invited Jake Gumper, a local grocer out to see this new wonderful invention, the he quickly recognized its merits and told Mr. Bowser that he would take the outfit. As he realized that he himself needed the credit at Mr. Gumper's grocery store, so he it came about that Mr. Eldridge bought the first pump, but Jake Gumper got the first



POWER PLANT



MACHINE SHOP

HOME PLANT AND GENERAL OFFICES  
FT. WAYNE, INDIANA

BRANCH FACTORY TORONTO, CAN.



METER DEPARTMENT



LABORATORY

BIRDSEYE VIEW OF PRESENT PLANT AND BRANCH FACTORY AT TORONTO. ALSO INTERIOR VIEWS OF HOME PLANT.

The tank business steadily grew and so developed in the year 1899 through the branching out into the factory and railway business that it was necessary to drop the manufacture of washboards, dust pans and screw drivers, and the entire time and attention devoted exclusively to the manufacture of oil storage equipments.

It was during this year that Mr. Dunkelberg, Mr. Bechtel and Mr. Grosvenor came with the firm. Mr. Bechtel before coming with us was

connected with the newspaper business at Grand Rapids and took charge of the Collection Department with our company. Mr. Dunkelberg came in as head bookkeeper, having previously been on the road for Woolen Mills which line he dropped to go on the road for Bowser goods. In a short time he took charge of the Sales Department and Mr. Grosvenor took his position as head bookkeeper. In the meantime Mr. Bechtel had taken on the Advertising and Mail Sales Department. Ed Eggi-



## THREE REPRESENTATIVE BOWSER GROUPS



## HOME PLANT OFFICE FORCE AND MANAGERS



## TRAVELING SALESMEN AND MANAGERS



## HOME PLANT FACTORY MEN AND MANAGERS

LATE PICTURE OF THE OFFICE FORCE, SALES FORCE AND FACTORY FORCE. THERE ARE NOW OVER FIFTEEN HUNDRED EMPLOYEES ON THE PAYROLL.

man took charge of the Collection Department which position he holds at the present time. Mr. Bersch succeeded Mr. Grosvenor as book-keeper and Mr. Grosvenor took charge of all purchases with the title of Purchasing Agent.

On February 1, 1891, Mr. A. Z. Polhamus came with the firm as Sales Manager, assisted by Mr. Minnick. Mr. A. Z. Polhamus took the general managership of the firm and Mr. Minnick became Sales Manager. Mr. Dunkelberg

was then made Sales Manager and was assisted by Walter G. Zahrt. Later Mr. Dunkelberg took exclusive charge of the Railway and Factory Sales and Mr. Zahrt was then made Sales Manager.

The business had grown to the extent that incorporation was necessary and the first officers were S. F. Bowser, President; A. A. Bowser, Vice President, and A. Z. Polhamus, Secretary and Treasurer.



In 1898 some of Mr. Bowser's most trusted employees misused the company's funds and put the company in a very bad financial condition which, together with the panic that had just preceded this difficulty, made it very hard for the firm. After this the company was incorporated and reorganized and it was during the reorganization that Dunkelberg, Bechtel and Grosvenor came with the firm.

Soon after this the automobile became a factor in the commercial world. The Bowser firm

being a wide awake and progressive concern quickly saw the opportunities and possibilities of this new industry and immediately got busy and designed and constructed an underground tank for the safe and convenient storage of gasoline. It was known as the Bowser Long Distance Gasoline Storage equipment which was the first underground gasoline storage outfit on the market.

The officers mentioned on page 243, were re-elected each year until the year of 1908 at which time Mr. S. F. Bowser was elected President; A. A. Bowser, Vice-President; Harry M. Bowser, Second Vice-President; C. A. Dunkelberg, Treasurer; H. G. Grosvenor, Secretary; A. Z. Polhamus, General Manager; and S. B. Bechtel, Assistant General Manager, who still remain in these capacities.

Mr. Allen A. Bowser, First Vice-President and Superintendent of the factory, is a nephew of the President and has shared with him the trials and successes incident in building up the organization.

Mr. H. M. Bowser, Second Vice-President, is the oldest son of Mr. S. F. Bowser. He is a graduate of Purdue University and is actively engaged in the business as a consulting engineer.

Mr. A. Z. Polhamus, General Manager, is one of the guiding hands, whose energies are greatly directed toward increasing the sales force efficiency in addition to his many other duties.

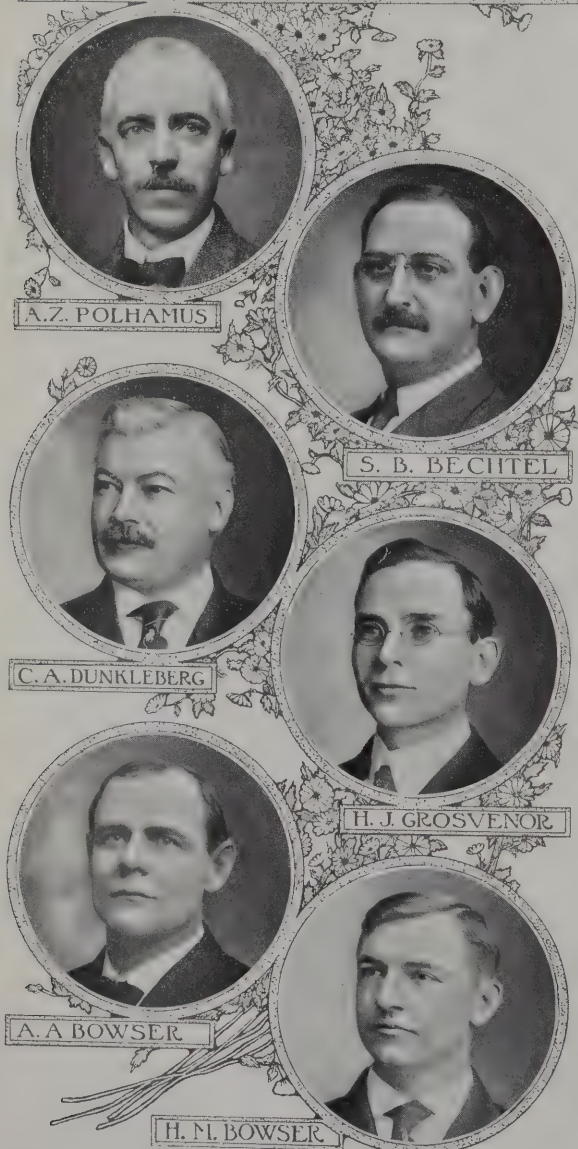
Mr. S. B. Bechtel, the Assistant General Manager, is most actively interested in furthering the sales policy and increasing the general efficiency of the entire organization.

Mr. H. J. Grosvenor, Secretary and Factory Manager, has been with the Company for many years and it is due to his executive ability that the factory has kept pace with the sales organization.

Mr. C. A. Dunkelberg, Treasurer, who started as salesman, has contributed largely to the success of the company, due to his intimate knowledge of business requirements and financial foresight.

Most of the executives above named have made a success selling Bowser equipment on the road. It is needless to impress upon you, as a salesman, what this means for an organization that is distinctly a sales force. You know if they can do it, you can do it, because each and everyone has met with the same obstacles.

## EXECUTIVES



THE DIRECTING FORCE SURROUNDING THE PRESIDENT.

## How To Cultivate Bowser Kerosene Territory

The first Bowser salesman that we ever knew about was Mr. S. F. Bowser himself, who conceived the idea of the Bowser Self-measuring Pumps in connection with the storing and handling of coal oil in groceries. The coal oil or kerosene line was the first and only line we handled, and to it is due the credit of our present large plant, which was made possible by it. For some time it was the only outfit we made, but as we grew, we also branched into the handling of heavy oils. The kerosene business, however, was always in the lead as to number and value of sales and to this day is perhaps the most important branch. In fact, it is the backbone of the business. The salesmen who have made the most money with Bowser & Company have been men who have handled this line and we mention this at this time to call your attention to the opportunities laying before you.

It is true that a man does not wear out or use up Bowser oil tanks as he does clothing or groceries, but the Bowser outfits have become standardized to the extent of being classed as a necessity in conducting any business which handles or uses oils and while you may only expect to make one sale of a kerosene outfit to a man, there is constantly a change in conditions, such as expansion of his business, the handling of other oils, etc., which will naturally result in more orders for you, if you have properly handled the case.

Aside from this, however, you should consider villages and towns as your customers, just as individuals are the consumers of clothing and groceries, and on this basis you will realize that one town will buy many Bowser outfits, if your territory was properly handled, in addition to the fact that often many of your customers will buy two or more Bowser tanks.

### THOROUGHNESS:

One of the main factors in the success of Bowser store line is to work territory thoroughly, work being far more important to your success than territory. In this connection, it is not a matter of seeing how fast you can fill

your territory, but rather, how thoroughly and successful. A salesman should aim to get over his territory every three or four months; at least once every six months, working it by county and calling on every merchant in every village, town and seat in the county that is a possible user of Bowser equipment.

When making the sales care and consideration should also be given to see that the customer thoroughly understands every point of the transaction and secures the equipment best suited to his needs and that just exactly what he is expecting is delivered. There is no assistance which a salesman can turn to his account so valuable as the good will of the satisfied customer. It is upon this basis that the Bowser Company has built its success. It is upon this same basis that Bowser salesmen succeed. Some salesmen make a mistake by ignoring small villages or towns. Some of the best orders Bowser and Company have received have come from the small inland towns.

Another mistake a number of salesmen make is in ignoring the small store, judging it from the outside appearances, you can never tell from looking at the outside of a store what sort of a Bowser prospect it is. Even a small store does an exceedingly large business. Good prospects are often missed in passing them by. This includes not only grocery stores, but paint stores, hardware stores, implement dealers, drug stores, etc.

Another source of revenue and profit to the salesman who is wide awake is the possibilities for exchanging old Bowser outfits for 1914 models. There is a knack in successfully making a trade which is worth cultivating. It is simply the exercise of good, common sense and good business judgment.

To the man who has thoroughly studied his line, is able to present his arguments in sequence, in an interesting and entertaining manner, who will work diligently six days a week, along the lines suggested above, there is sure to be in store for him a glorious Bowser success.



### BOWSER SERVICE.

Ofentimes in the purchase of Bowser Equipment the prospect sees only a metal pump and tank, and then decides to buy it on that basis—so much brass and steel.

That is wrong. No business man ever bought a Bowser outfit merely because it was a machine any more than he would buy a horse just to have a horse—what he wanted was work done that only a horse could do. And so it is with Bowser equipment, the thing that is sold is the work or service and not merely a pump; although what it is made of and how it is made have much to do with durability and service, what the customer wants is the assurance of that durability and service which is the essence or real thing of value and worth to him in his business.

The grocer, the hardware and garage man, the paint oil dealers and dry cleaner have oil storage problems, that, to their particular line of business, are practically always the same but no two factories may have identical conditions to be met and when it comes to filtration requirements, there is even a greater variation. Notwithstanding this, every Bowser user knows that back of the Bowser product is a big organization of brains, educated in the work—service—built up out of thousands of experiences and years of practice and study in the problem that goes with every Bowser outfit. These are the things—this service—which is of value to the purchaser.

• • •

Tom DeVilbiss, who was a Bowser salesman in the early days of the country, told us of a remarkable experience he had while traveling in Mississippi. He had called on a grocer and had about finished up an interesting demonstration and felt he had the order secured. He had written the order blank up and was ready to hand the prospect the pencil, when suddenly the prospect jumped from his chair and ran out of the store bareheaded, coatless and his sleeves rolled up, leaving poor Tom stranded high and dry in a bewilderment. Tom could not understand what caused the man to act so strangely, until some time later, when he heard that there was a fire in the town and that this storekeeper belonged to the volunteer fire department and the minute the fire bell rang, he immediately jumped up from Tom's interview and went to his fire duty.

• • •

It is not a question of how much we are to do, but of how it is to be done; it is now so much a question of doing as it is a question of doing better.

### A NAME.

What's in a name?" This is a question that is often asked and discussed, but after all there is but one conclusion. Just as the chain is no stronger than its weakest link, so the manufacturing concern is no stronger than the men back of it. Perfection can only be attained through persistent and intelligent application to the task in hand, but inasmuch as practice makes perfect in any field, it follows that the man whose training has been along special lines is better adapted to that class of work than a stranger would be.

The twenty-eight years of continued success of Bowser & Company certainly stand for something. In these many years the company counts itself fortunate in having among its employees an exceptionally large number who have grown up with it and who know its every requirements—who know just what it wanted and how to provide it.

This has been made possible from the spirit of co-operation always manifested between the company and its employees. It has been our aim from the outset to treat every employee fair and meet them a little more than half way. In return we have received the very best service that every man of high or low station could render.

There have been many plans adopted which were substantiated with no desire on the part of the company for any monetary profit other than the profit that always accrues and results from fair and square dealing, together with the hope realized that it would enable us to keep our skilled workmen year after year, and thus maintain an organization schooled at our factory, which would be superior to any organization which was constantly in process of change. We surely are inclined to believe that our organization has no superior and few equals in efficiency of its kind in the world.

It is this force back of the name "Bowser," and it is these ideas inculcated in the practice and works of all connected with it, that has enabled it to turn out a superior product and one that has made satisfied customers the world over and is making more of them daily.



St. Louis, Mo., July 29, 1913.

I spent six years arguing the point of quality with the PP., who says he can buy an outfit made by imitators that is just as good as a Bowser and for a whole lot less money. As I say, I spent six years using this argument and found that I was getting no where with it, in other words, I was not closing very many of the prospects who took this stand, so I revised my arguments and have been decidedly more successful. The following is a brief outline of the way to work, and the salesman can fill in and build up the argument to suit his individual style of work:

The PP. usually says: "Why, Mr. O'Neil, I can buy a tank and pump for a whole lot less money than you are asking for a Bowser, and it is just as good." Now the old way of handling the PP. was to come out flat-footed and say—"No, it's not as good, not by a long sight, etc., etc.," going into details regarding the construction of our product, etc. It sounds like good sense to so do, but it did not sell the goods. In ninety per cent. of the cases the PP. would become miffed, for very few men can argue without becoming more or less out of patience, and when your prospect is in this mental condition, you have in him the improper attitude of mind, and without the proper attitude of mind, you cannot effect a sale, so when he makes the assertion as above quoted, I always ask him "Why?" This must be done in a frank, earnest manner, and not as if we were trying to show him how little he knew. When you ask him why it's as good, you immediately have him defending another man's product, and one that he himself in his own heart does not believe is as good as a Bowser, in other words, it places him in a position that he is very glad to surrender as soon as possible. He usually comes back at you something like this—"Now honestly, Mr. O'Neil, what makes a Bowser cost more money than these other outfits? (I have been referring to these outfits all through our visit as imitations). At this point I place my gold watch on the counter and beside it place an Ingersoll which I carry for this particular purpose. You don't need to talk, just let him draw his own inference. You will find that this is more impressive than all the talking you can do. However, I usually say when placing the watches on the counter—"It is simply a question of quality and high-class construction, Mr. Jones."

This whole demonstration can be bettered if you can obtain the watch belonging to PP. This can often be accomplished by asking him the time of the day. If the watch looks good,

ask him if you may see it, then use it instead of your own.

You have undoubtedly had men say to you: "Bowser charges too much for his name." A good answer to that is: "Well, now Mr. Jones, you are wrong about that, Bowser & Company do not charge for their reputation, but were your assertion true, it would necessarily follow that they had made a mighty good equipment in the past in order to be able to charge a premium on their name."

I would suggest that all salesmen pay close attention to the small things in making a demonstration and a sale, for I do believe we secure the proper attitude of mind of the PP. through the small things, such as, do not use the word "competitor," instead use "imitator"; do not use the word "admit," in its stead use "agree."

J. P. O'NIEL.

◎ ◎ ◎

CITY OFFICIALS FURTHER ATTEST TO THEIR PREFERENCE FOR THE BOWSER EQUIPMENT AFTER A THOROUGH INVESTIGATION. THE FOLLOWING CLIPPING FROM A NEW BEDFORD, MASS., PAPER OF LAST MONTH EXPLAINS ITSELF:

#### VOTE TO PURCHASE

#### THE BOWSER TANKS

Committee on Fire Department Hears the Claims of Gasolene Storage Tank Makers.

"After listening to the claims of representatives of gasolene storage tank-makers the City Council committee on fire department decided last evening to purchase three Bowser tanks to be installed at fire stations 4, 8 and 10, and Chief Dahill was given authority to purchase three filters for them.

In these few lines one but reads the decision or results of a rigid investigation and inspection of storage equipment. It has taken years of work and study however, to reach that degree of perfection in the the designing and construction of storage systems.

THE BOWSER COMPANY WAS REPRESENTED IN THIS TRANSACTION BY THE MESSRS. BRADSHAW AND HOWARD, TO WHOM SHOULD BE GIVEN THE CREDIT FOR THE EFFICIENT MANNER IN WHICH THIS SALE WAS HANDLED.

# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY

S. F. BOWSER & CO., Inc., FORT WAYNE, IND.

Edited by C. H. DAVIES

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS EMPLOYEES

SEPTEMBER 5, 1913

## THE CHILD HAS GROWN.

Did you ever notice a boy in his teens unconsciously throw his shoulders back when he passes a girl of his own age? It is the early signs of approaching manhood.

And when his voice begins to change, he starts his conversation with treble base and inadvertently strikes high "C" several times in a sentence.

He begins to wear long pants and in another year or two the transformation is complete.

The history of many things follow a similar course of evolution and thus it is with the Bowser Products.

The formative period in the progress of this firm might be likened to that which separates infancy from manhood—there was growth in its most impressive stages and at each stage efficiency and ambition were similarly raised.

The babe was a popular kid. After his first appearance in September, 1885, people began to become interested in him. Oily-handed grocery clerks wrote letters for pictures of him. Hustling proprietors stopped to look at him, became interested in the first cradle cries and listened for more. Users found that the babe but a year old helped them in their business. Then one or two hustling salesmen wrote nice letters to him and desired to cultivate his acquaintance.

Like a normal child, the growth and development of the Bowser was gradual, but the growth was there. He made friends and held them and made more.

Of course, it went through the stages of the measles and mumps and kept its parents worried many days and caused them many sleepless nights, but it pulled through and has become the lusty individual of to-day.

In relating the story of Bowser & Co., it was not the intention to merely record the event but rather to give those younger in the organization an insight into its early history and the struggles and efforts necessary to bring it up to its present successful and well organized condition.

The story of Bowser & Co., should be a source of inspiration to everyone connected with it. It shows what a man can do if he isn't afraid of hard work and plenty of it—what he can do if he has the pluck and grit.

Harry Nye says: Don't tell what you would do if you were somebody else—just show what you can do yourself. You have often heard fellows say what they would do if they were Rockefeller or Carnegie.

If you were Morgan—but what's the use; you are not and never will be—you are **you** and the only chance you will ever have of doing things and making good is thru your own individuality. You are the captain of your own personal craft. Don't waste time telling what you would do if you were captain of a steamship instead of a rowboat—Get busy and row.

In proving one's self I think the quality of hanging on is the greatest of all factors. The man who never admits defeat cannot be beaten. Hang on like a bull-dog, grit your teeth and stick! I have seen success after success won in this manner, and because of this I have seen young men win who seemingly did not possess the merit, while smarter fellows have counted themselves down and out to forever sit around on drygoods boxes and complain about high prices and brag of what they would have done if they had been born a Rockefeller or Morgan. A man is never a failure until he admits it himself.

The man who keeps his health and wants to do a thing can do it! If he fails it is because he didn't want to do the thing badly enough to keep at it until success came his way! Success is only another word for perseverance!

But remember there is no royal road by which you may reach this goal without having earned it. No man wins success by riding behind a chauffeur in a limousine over paved roads. Instead, he presses on and on over the rough and rocky paths, often losing his way among the brambles and the poison oak. Sometimes he may be weak and hungry, soiled with the stain of the earth and panting under the intense heat of the noon-day sun. Oftentimes as he climbs he must bear the taunts and the falsehoods of his fellows, the slurs of liars and the taunts of character thieves. But to none of this must he surrender. For him there remains but one watchword: "Excelsior!"

Are you willing to do this? Or do you prefer to sit about in quasi-idleness and tell what you would have done if you had a chance?

Make your own chance, young man. The woods are full of opportunities—find one; make one—make good!

In conducting the business of S. F. Bowser & Company, it is the aim of the management to follow the "Golden Rule." Perhaps this policy is responsible for employees staying so many years in the service of the Company. The policy common to large organizations, who make employees but mere cogs is not known in our organization.

We have endeavored to hold the so-called "personal element" very prominent. For this reason the personal influence and initiative of officials and employees alike are easily detected

through the broad policy and liberal and courteous treatment which the Company makes a genuine effort to provide. A business with such an organization is certain to grow and attract new customers from year to year.

Perhaps, in a large measure, the success of Bowser & Company is due to this atmosphere which makes the Company one large family.

Below is a list of office and factory employees who have been in the service of the Company from ten to twenty-five year:

S. F. Bowser	Thomas Cragg	J. W. Brown	George Walda
A. A. Bowser	E. M. Savercool	Wesley Bowser	William Hensel
A. Z. Polhamus	R. McClure	Joe Peigh	G. W. Green
C. A. Dunkelberg	J. W. Runyan	R. J. Stein	F. Weidmann
S. B. Bechtel	D. A. Corey	A. Wiggins	H. Weisheit
E. D. Eggimann	W. R. Hance	William Wise	W. H. Hull
H. J. Grosvenor	J. G. Rodman	D. F. Goodell	J. F. Fey
W. A. Bersch	Gust Walda	S. H. Rogers	A. J. Pape
C. H. Meek	Charles Bowser	J. S. Todd	Joe Orth
W. G. Zahrt	Gust Schon	W. A. DeVilbiss	Roland Walker
George S. Miller	U. K. Blackburn	W. J. Fels	C. A. Stout
T. D. DeVilbiss	August Knoche	W. P. Bechtold	Albert Stout
L. E. Bowser	Del. Bowser	W. C. Strader	George Doenges
J. H. Schulte	A. C. Schmetzer	George F. Keplinger	W. F. Fels

### MR. AND MRS. ALEXANDER BOWSER CELEBRATE THEIR GOLDEN WEDDING ANNIVERSARY.

Mr. and Mrs. Alexander Bowser celebrated their Golden Wedding Anniversary on August 23, 1913.

Mr. Alexander Bowser is a brother of President S. F. Bowser and has been connected with the company ever since it started.

Mr. Allen A. Bowser, Vice-President of the company is their only child.

Mrs. Allen Bowser is a sister of Mr. Thomas DeVilbiss, who is one of our mechanical experts.

Mr. Alexander Bowser was born on a farm in Perry Township, Allen County, Indiana, 1842. He was actively engaged in the business until a few years ago at which time he took up work in a supervisory capacity.

The organization joins in congratulating Mr. and Mrs. Alexander Bowser on the occasion

and wishes them many more years of unalloyed happiness.

We haven't space to give you the particulars of this celebration, but will do so in our next issue. Watch for it.

### HELPFUL HOW'S FOR THE SALESMEN.

Remember industry in any vocation is most essential for success, and is especially so in our line.

Get the habit of being up early and pegging away all day, **six days a week.**

Plan your work so that your efforts will be most effective—This means an economy of time and energy.

Be enthusiastic and determined. A salesman that isn't enthusiastic over BOWSER products cannot enthuse others about them.

Nothing is permanent but changes; nothing can stand still; unless progress is being made, retrogression is in progress.



**SALESMEN WHO HAVE BEEN IN OUR EMPLOY 20 YEARS.**

Saunders, C. E., (out temporarily) .....	Entered Employment September 1, 1890
Klotz, E. F. ....	Entered Employment August, 1890
Ettinger, E. C. ....	Entered Employment April, 1892
Cragg, Thomas, (Office Employee) .....	Entered Employment August, 1890
Runyan, J. W. ....	Entered Employment June, 1892
McClure, Rosser, (Office Employee) .....	Entered Employment October, 1893

**SALESMEN WHO HAVE BEEN IN OUR EMPLOY 15 YEARS.**

Purdy, H. T. ....	Entered Employment Early 1898
Gumpper, J. D. ....	Entered Employment January, 1897
Bigelow, G. W. ....	Entered Employment March 1, 1895
Medsker, J. H. ....	Entered Employment November, 1897
Walker, E. P. ....	Entered Employment January, 1894
Savercool, E. M., (Western Manager) .....	Entered Employment January 1, 1894

**SALESMEN WHO HAVE BEEN IN OUR EMPLOY 10 YEARS.**

Cashman, C. F. ....	Entered Employment December, 1899
Cornell, A. B. ....	Entered Employment February, 1903
Dietch, H. F. ....	Entered Employment January, 1899
Haffner, G. W. ....	Entered Employment December, 1903
Lavery, A. ....	Entered Employment May, 1903
Quarles, George R. ....	Entered Employment May, 1903
Ring, N. A. ....	Entered Employment February, 1901
Smith, W. C. ....	Entered Employment March 1899
Knoche, F. A. ....	Entered Employment November, 1899
Hance, W. R., (Canadian Manager) .....	Entered Employment July, 1902

**BAD LUCK AND HURRY.**

Bad luck is the kick which hits a man when he gets behind time, says Collier's Weekly. When one is dashing frantically around so far behind that he can merely snatch at the tails of his job, something is pretty sure to happen, and, when he comes to, his first exclamation usually is: "Bad luck!" Being late makes hurry, and hurry almost invariably causes one to overlook some detail that will lose him more time in the future. In the rush the bars are left down, the books unbalanced, the letter unread, the contract unexamined, and it is these unswept corners of a man's affairs in which the germs of bad luck breed.

If a man finds himself habitually or even frequently behind with his work, one or two things is the matter; either he does not know how to work or he has too much work to do; and whichever it is, he will save time, nerve force, and money by adjusting himself to his work or his work to himself.

Most frequently hurry is the result of misapplied energy rather than too much work. We rush frantically around from one task to another, doing a little here and a little there, tangling up the skeins of our duties until we are hopelessly behind and nervously wrecked. It is keeping the edges up, seeing that the belts

are on and the machinery oiled, that one thing is finished before being laid aside, and that in our rush we do not put one thing where something else ought to be, merely to get it out of the way, which saves time and nerve force and avoids bad luck.

The elements of swiftness do not include hurry. The greatest accomplishments are wrought by deliberate precision, and by the careful and apparently easy doing of each thing as it comes along.

R. J. Reynolds, President of the American Tobacco Company, was making a trip in his 90-H. P. Cadillac from his home in North Carolina to Bristol, Va. As he was passing the town of Chilhowie, Va., he noticed a Red Sentry in the road ahead, and upon driving up to it told the chauffeur to fill the gas tank. As this was being done the folks of the village were naturally attracted to this especially large car, and quite a little crowd congregated.

Mr. Reynolds was very much pleased at finding a Bowser there and took the occasion to make quite a lengthy speech to those about him, congratulating them on their spirit of progress in having Bowser storage, and further stated that he would rather pay 25c a gallon for gasoline from a Red Sentry than 15c a gallon for gas stored in any other way.

# A \$50,000.00 Birthday Present

The Salesmen present the Company with the largest day's business in its history as a present.

Bowser Salesmen fittingly celebrated the Company's 28th Anniversary on September 5th. Every Salesmen in the organization went out into the field with a special Birthday Order Blank to commemorate the Company's birthday.

It is indeed gratifying to note the harmony, fraternity and enthusiasm that binds us together in heart interests, as well as in business. Every individual on the Sales Force in our happy family of Bowserites made special efforts to secure an order as a tribute and compliment to the founders of this institution.

In the bunch of Birthday Orders received, is represented practically every salesman that was in this territory. It is a regrettable fact that some of our boys, however, were detained at home owing to their own sickness in their immediate family. We have received a communication from them, expressing congratulations and regrets that they were not able to participate in the Birthday Order Celebration.

Below is a list of the districts showing the number of orders each district secured, and the amount; also the man in each district whose orders for the day aggregate the most, as follows:

DISTRICT	NUMBER OF ORDERS	AMOUNT
Fort Wayne .....	62	\$ 9,029.40
Engineering Sales .....	17	9,006.00
Atlanta Office .....	33	5,914.62
San Francisco Office .....	27	4,062.80
Albany Office .....	36	4,041.71
Harrisburg Office .....	34	3,389.15
Toronto Office .....	15	3,399.98
Dallas Office .....	19	2,901.44
St. Louis Office .....	20	2,494.35
Chicago Office .....	23	2,391.88
Minneapolis Office .....	21	2,307.50
Denver Office .....	8	873.00

The Salesmen in each district that exceeded in the total of orders for the day are as follows:

NAME	DISTRICT	AMOUNT
Mr. W. C. Halsey .....	Engineering Sales .....	\$ 4,620.00
Mr. K. F. Hessenmueller .....	Fort Wayne Office .....	3,670.00
Mr. W. V. Crandall .....	San Francisco Office .....	985.50
Mr. F. W. Devereux .....	Albany Office .....	650.00
Mr. E. B. Bachman .....	Atlant Office .....	634.00
Mr. E. J. Gallmeyer .....	Denver Office .....	622.00
Mr. E. E. Lowe .....	Dallas Office .....	580.00
Mr. C. F. Comstock .....	Harrisburg Office .....	580.00
Mr. E. J. Murphy .....	Toronto Office .....	550.00
Mr. A. E. Jackson .....	Chicago Office .....	444.50
Mr. A. E. Darling .....	Minneapolis Office .....	404.00
Mr. J. A. S. Meyer .....	St. Louis Office .....	395.00

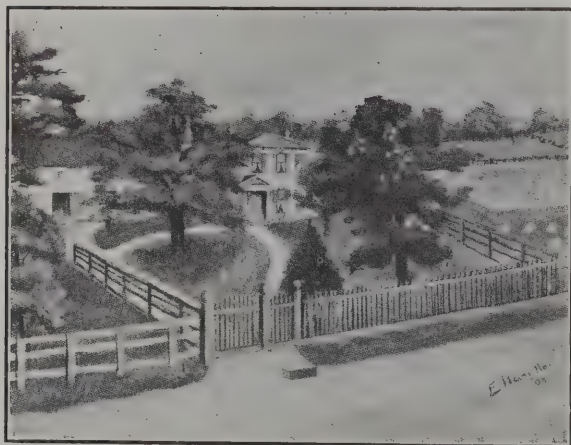


## Working The Farm

While driving through the country have you ever paid particular attention to the farms along your route? If so, you have noticed the difference in the farms. You have noticed the one with a fine home on it, and a number of large fine buildings, which you were sure, from appearances, were filled to overflowing with fine horses, stock and grain. You have noticed the well kept fields, promising great harvests to come. You have noticed the well kept orchard with its luscious fruit. You have noticed that the fences and everything about the farm were in perfect condition. It was an inspiration to you to look over the entire place and you said to yourself, "The man who owns that farm knows his business, he works it for all there is in it and gets results." And, while you did not know the man and felt you would never



"Always contending he is getting the best possible results."



"It was an inspiration to you to look over the entire place."

that while you did not know the man and would probably never see him, you had but little respect for such a man and if you ever had the opportunity of meeting him, would not care to do so. The land on both farms you could see was good. Perhaps, if anything, the poorly-worked farm, you said, should yield better results than the farm kept up in proper shape. The difference was in the men who were running them.

Possibly a little farther down the road you came across another farm that attracted your attention. It seemed to be a sort of a contradiction. The house and barns were good, but there was something about the place that did not impress you right. As you analyzed the matter you said, "I know what is the matter with that farm. That man knows how to run

see him, you admired and respected him, nevertheless.

On the other hand, you have noticed, perhaps on the opposite side of the road, or perhaps on the same side of the road a little farther on, another farm. The house was poor and needed painting badly. The other buildings, what there were of them, were old and in bad shape. The fences were in poor condition and everything about the farm was in a run-down condition, and you said to yourself, "The man who owns that farm is either in very poor health, so that he cannot properly look after his farm, or, what is more likely, is lazy, indifferent, only works part of the time, does not know his business, and is always contending he is getting the best results possible. And you felt



"That is the ideal farm."



a farm, but the trouble is, he has too large a farm. Times are good, help is scarce, and he cannot get help enough to properly run his farm, so the result is, that while part of the farm is well cultivated and well taken care of, some of the fields are grown up with weeds, the fences are not properly kept up and the farm does not impress me well."

Perhaps a little later you came across another farm which attracted your attention and you said to yourself the minute you saw it, "That is the ideal farm. Look at that house and look at those buildings, and just look at the crops on that place. It is not a very large farm, but the man who has it knows his business and is certainly working that farm for all there is in it, and I really believe that while the man back there, to whom I first referred, had a larger farm, this fellow is getting more off of this sixty acres than the other is off his hundred and twenty."

As you went on you thought that you believed if you were a farmer you would prefer not to have such a large farm as many farmers had, but have a smaller one so that you could keep the efficiency of the farm up to the highest possible standard, as that would pay you the best and you would be getting out of the farm all that was possible for any farmer to get.

Now, you may not be aware of it, but it is a fact nevertheless, that every salesman working for S. F. Bowser & Company, is working a farm, or, rather, a part of a very large farm—the farm of S. F. Bowser & Company. It is not located in any township, any one county, any one state, or in any one country, but it is as wide and as long as the bounds of modern civilization.

The crop raised on this great farm is orders for Self-measuring Oil Tanks and Pumps, one of the finest crops that is grown in the world. As is the case with the farmer, if the farm is well worked the crop is sure to be good. The more thought, the more care, the more attention and more work placed upon the farm, the better will be the crop.

To the managers of the different departments under which this great farm is being worked I would say, much depends upon you as to the result of the crop. To get off of a farm the best crop possible requires systematic, hard, intelligent, and careful direction upon your part, for, if a wealthy farmer, having a number of farms, is continually transferring the men who are working his farm from one point to another, without proper regard to the season or the existing conditions on the farm,

or does not intelligently direct his help and have a due regard to the conditions that may exist, or does not understand the soil and the best crop to grow on a particular piece of ground, and does not properly look after his farms, he will not reap the crops that a painstaking, solid, hard-working, well-directing farmer will secure.

So, during the coming year, see to it well that in working this great farm you do your part in the best possible manner, that the best crop may be secured. Know every part of the farm before you take any action, then act quickly. Do your level best that the crop may be "A-1" in every respect, and then see to it that those working the farm under your direction do their part and do it well to secure the crop desired. Impress upon them the fact that it is not only because of the part of the crop the firm will receive you do this, but because of the fact that a very large part of the crop secured goes back to the men working the farm, and, consequently, the better the crop, the better the returns to them, they always bearing in mind that it is always policy for a farmer to make the most he possibly can out of his farm, so that when the "rainy day"



"That when the 'rainy day' comes, he can let others work the farm while he takes his ease."

comes ( and it surely will to all later in life), he can let others work the farm while he takes his ease.

See to it that no lazy, shiftless salesman is put to work on this farm; that when a man is put to work, he has been well-trained; that he knows all about the crop to be secured; that he understands the soil, how to plow it, to harrow it, to fertilize it, how to get the rocks off the farm, uproot the stumps, plant new trees in place of the old ones; that he understands the seed to be planted, how to plant it to the best advantage, how to cultivate the soil after the seed is planted. See that he keeps out the weeds; that he knows when the crop is ripe; that he gathers it promptly and carefully; that he gathers the entire crop, hurries it to the market; then, see to it that the crop has immediate and careful attention; that after the salesman has worked hard to gather the crop, no part of it is lost through not handling it properly.

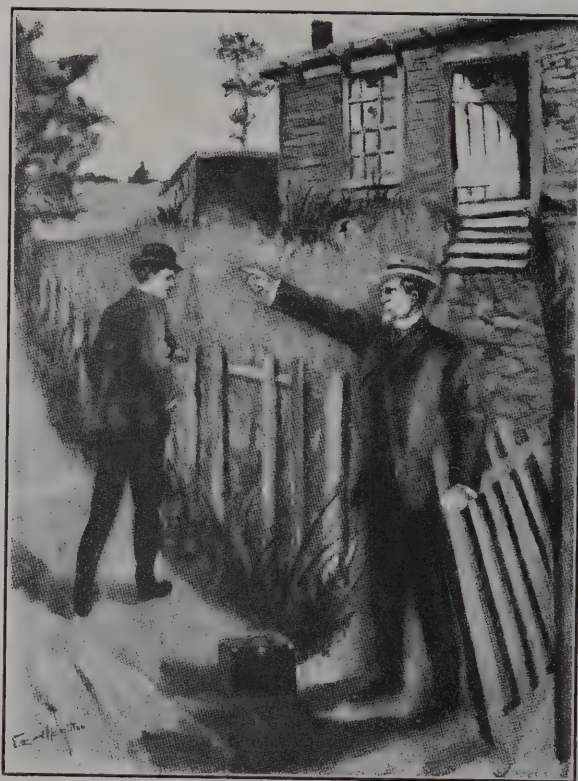
See to it that the salesman has the latest and best equipment possible to work the farm; that he uses all of this at the proper time and in the best manner; that the seed is the very best; that he gets to work promptly, works every day, is at work early and still at it late in the evening, works all of or that part of the farm he agrees to work; that he does this to the best advantage; and that proper help is furnished him when needed. See that he gathers the best crop to be secured on the part of the farm he is working, remembering much depends on the grade of the crop. Insist that it always must be of the highest.

If at any time you find you have a man anywhere on the farm who is shiftless, lazy or incompetent, who only works the farm part of the time, who loafs around, leaves his field when he should be there working, dismiss him promptly, as unworthy of the trust given him, and put in his place a man who will properly work the farm.

To the boys on the road, who are doing the hard work on the farm, let me say, an important trust has been given to you. You have agreed, for a certain stipulation, to work the portion of this farm allotted to you to the very best of your ability, and, as not only the firm, but hundreds of workmen in our various factories where the products of the farm are handled, are depending upon the results secured on the farm as well as yourself, you should, at all times, have a sense of this responsibility. See to it that your portion of the farm is worked in the very best possible

manner; that there are no weeds growing on the farm under your jurisdiction; that the fences are in good repair; that the soil is well tilled; that the old stumps are uprooted; that a bountiful crop is growing everywhere on your part of the farm. Be energetic and be systematic. Do not be afraid of hard work or of hard knocks, long hours, crackers and cheese, or of greasy pork and greens. Make the most you can of working the farm while you have the opportunity. Be determined, at least as far as your portion of the farm is concerned, that this year's crop shall be the best ever secured on that same portion of the farm; that when the year shall have closed, the results of the crop secured during the year are placed to the credit of the proper persons interested, you will have a nice part of these results to your credit.

Do not waste your energy by trying to work a larger part of the farm than you can work. Do not try to raise a great variety of crops. Do not think you have worked the farm so long there is no room for improvement either on your part of the farm or in your manner of working it. Remember, the man who is not progressing is surely going backward; the world moves on; the man who stands still is soon left behind.





You must continually improve in your methods of working the farm, have all the latest information as to how the best crop is secured, use the latest and best implements, attend the Institutes, Study, Think, Work. If the man working a part of the farm located in another section is securing a good crop, when you see him at the Institute, or meet him any time, inquire into his methods, advise him of yours, ask about his farming implements, and if you can secure from him any information that will aid you in working your part of the farm, do not fail to do so.

A gentleman from the East, while traveling through Southern California was very much interested in the orange groves. One day while walking along the road among these groves with a friend, enjoying this beautiful country, they were greatly impressed with an exceptionally beautiful and well kept grove. Seeing a man in the grove, they hailed him, when they found he was the owner, and engaged him in conversation. They found he at one time lived in an adjoining county to them, and on inquiring how it was he had an exceptionally fine grove, he said he used the most up-to-date methods known for working his grove; that he worked it in a scientific manner, tilling, fertilizing and irrigating at proper times; that, were he to live back East again, he would have a much smaller farm than he had when East before, working it much more thoroughly than he did the large farm he had back there, thereby getting much better results. Remember this and the experience of many other men owning farms; profit by it. It is no more true with them than with you. In fact, you are working a farm where even more profitable crops can be grown than many of these men are growing. Make the most of it.

In conclusion, let me ask that you have in mind all of the year through that you are working a part of this farm and are responsible for its being worked properly. Bear in mind, as you drive through that part of the farm committed to your care and notice the various farms along the road, that you are going to be classed with the most successful men working the great farms, and, as you are working another man's farm, he has the right to expect of you that you will work it to the very best possible advantage to him, especially as he has arranged for you to receive a liberal part of the crop raised on his farm; that you must not permit any part of the farm to remain unworked, but must work it all to the best possible advantage, and that if you fail to work untiringly, faithfully, and to the best possible advantage, you are not true to the

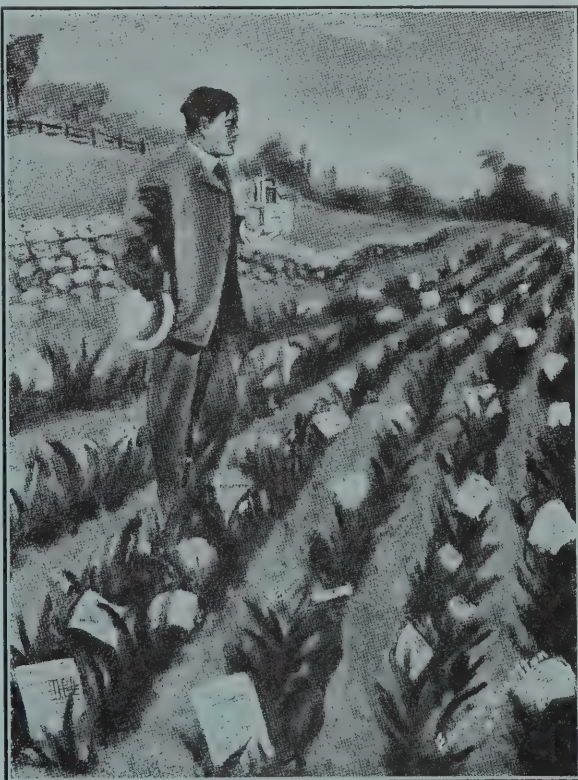
trust imposed on you; that he has a right to demand of you that you work his farm properly and faithfully and that if you fail to do so, it is right and his duty to himself and to others depending on the farm that he put in your place a man who will see to it that the part of the farm under you is properly worked.

I am sure, while it is possible that conditions for working the farm during this year may not be quite as good as they have been for working the farm the past few years, that by a little harder work, a little more fertilizing, a little more care, a little more system and a little more intelligence, the crop during the year will be the greatest ever grown upon the farm, and I wish for each and every one of you the most bountiful crop ever grown on your part of it.

A. Z. POLHAMUS.

### PROGRESS AND INDUSTRY.

All the best things and the treasures of this world are not to be produced by each generation for itself; but we are all intended, not to carve our work in snow that will melt, but each and all of us to be continually rolling a great white gathering snowball, higher and higher, larger and larger, along the Alps of human power.—Ruskin.





## READ A COMPOSITE LETTER FROM WIDE-AWAKE GROCERS.

"Finding that the human brain was not sufficiently accurate to do all this without errors, I bought a Bowser outfit and let me say right here that any man trying to do an oil business without a good reliable Bowser outfit, is depriving himself of a most valuable assistant. By its use I have turned losses into gains and the various savings it has made is almost unbelievable.

"By this time I had come to see the possibilities of accurate knowledge and in a general way can say that for every dollar intelligently expended in modern store systems there will be a saving in general expenses. A broad statement, to be sure but my experience justifies it.

"I am now using three automobiles, several large electric cash registers, cash carrier system, a number of automatic computing scales and two adding machines, one of which has the split and normal device.

"I have come to look upon the management of even a small business as an art, one worthy of the deepest study. I firmly believe, that as labor is a most expensive item, and as machines, aside from being more accurate, are so immeasurably quicker, that it is the height of folly to do anything manually that can be handled by a machine.

"I continually study our service to see wherein I can improve it and endeavor to have a positive mechanical check on every transaction. At first the clerks were rather lukewarm, but as they soon saw that my sole object was to increase their efficiency and earning capacity, and that I was not only willing but glad to share the extra profits with them they too, became enthusiastic.

• • •

It is remarkable that there are not more store failures when one learns how many of them are conducted on the loosest basis imaginable and the often total lack of good business methods.

The lack of knowledge which would allow the retailer to know which things to do first—the lack of knowledge which keeps him so busy doing the wrong things that he never has time to do the profitable things—to work out plans that mean more business and less expense.

Neglected opportunities—lost chances to do the big profitable things overlooked because the records do not show the merchant which of his

efforts are most successful—does it allow him to know in which direction his real opportunities lie.

Hidden leaks that do not come to the manager's eye, but exist just the same—the dangerous leaks that could not exist in the face of accurate, search-light accounting any more than darkness could exist under a glaring, high-power street lamp.

He is the failure who does not get the true picture of every detail of the business—depending on unsupported "judgment" for guidance—the judgment without charted facts which is merely guess work—the effort to guess one's self to success in competition with business men who know.

He is the not knowing—from records that can be compared with records of similar periods a month, a year or five years ago—which clerks are the consistent producers, and which are satisfied to let the goods sell themselves.

And it all sums up to this: It costs more not to keep and analyze accurate records than it does to keep them. Leaks and neglected opportunities are more expensive than bookkeeping. Every leak points an accusing finger at the accounting system in use—it must be wrong or the leak could not exist.

Success depends not half so much upon ability, as upon analytical reports which will enable the manager to do the right thing at the right time—to see his opportunities and to seize them.

The successful retailer is the one whose eye can always see the things it sets out to see—whose accounting system gives him facts on which to base his management.

Not one merchant in a thousand can tell you his profit on oil without a Bowser System.

• • •

A salesman who has goods to sell must know the story of the goods and should be able to tell it in such a manner that the buyer will give him the order because he has told the story well. Every good salesman will recognize the truth of this statement; every poor one will doubt it, yet there is no more potent factor in the art of making the P. P. want the goods, and getting the order than this very power to tell the story well.

J. B. BEALL.

• • •

No man can dislike his work and do good work. The best work comes from a hand and brain impelled by love for the work being done.



¶ All districts now have directors.

¶ Eighteen more pacemakers announced in this issue.

¶ Only ninety days remain in which to secure membership.

¶ Only three months remain in which to make this your biggest year.

¶ **Get Busy!**



This issue is a veritable picture book of Pace-makers. The boys are coming in months earlier this year than they did last. We are looking for 100 per cent increase in attendance. If you want to be there at the “doings,” you had better hustle now.

**G. W. SCOTT**

Director Pacemaker Club, Harrisburg District  
Elected August 7, 1913

We are pleased to announce Mr. G. W. Scott, Director of Harrisburg, in which race he showed considerable speed. Mr. Scott came with us February 23, 1909, and has always been very successful.

He is to be congratulated, however, on the especially good business he is having this year, which will prove the largest year's business he has had since he has been with us. We are delighted to have you join the Executive Board of the Club, Mr. Scott, and we know that you will care for the interests of your District in Pacemaker matters in the same efficient way you care for your own Bowser business affairs.

**J. W. MERICKEL**

Member Pacemaker Club, Toronto District  
Elected August 9, 1913

Mr. J. W. Merickel of Toronto, joined the Canadian delegation of the Pacemaker Club August 9th, coming in with a volume of business considerably larger than ordinary requirements, due to certain conditions.

Mr. Merickel is an old-time prize winner with us. He secured first position on the bronze tablet in 1911, but it would not surprise us if he would again secure position on the bronze tablet.

We wish to congratulate you, Mr. Merickel, on the nice business you are securing and are glad to see that you can come back as a member of the Pacemaker Club.

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# Just look how they are rolling in!

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You are paid for what you do—not what you work at. It is better to say “I have done” than to relate “I worked at” or “I’m going to do.”

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**E. F. KLOTZ**

Member Pacemaker Club, San Francisco District  
Elected August 16, 1913

Mr. Ed. F. Klotz joined the San Francisco delegation of Pacemakers August 16 with 509 points to his credit.

It is a special pleasure to announce Mr. Klotz's membership as he is one of the old guard, having come with the Company in August, 1890.

You will find his name on the bronze tablet for 1911. You'll find his name among the Pacemakers for last year and his “come back” in 1913.

Congratulations, Mr. Klotz. You always were a “winner” and we are proud to have you with us.



**M. C. BRAMHAM**

Member Pacemaker Club, Minneapolis District  
Elected August 18, 1913

Mr. Bramham of Minneapolis completed his 500 points, entitling him to membership in the Pacemaker Club, August 18th. This is not Mr. Bramham's first introduction as a Pacemaker, as he secured membership last year also. He has beat his last year's record by three months so far, and it looks as though this is going to be his banner year.

We congratulate you, Mr. Bramham, on your splendid business record and we hope other honors will be yours during the year.



**F. L. JONES**

Director Pacemaker Club, Chicago District  
Elected August 19, 1913

Mr. Jones was a contestant for the Directorship of Chicago last year and only missed the office by a small margin. His determination to succeed this year, however, has been crowned with success and we take pleasure in welcoming Mr. Jones to the Executive Board.

We know that the club will have no trouble in holding its Executive meetings, if you but sit down on any obstreperous member.

**S. A. COLLINS**

Member Pacemaker Club, Albany District  
Elected August 19, 1913

Important happenings are gravitating very rapidly this year to Mr. Collins and it looks as though it is going to be his biggest year in more ways than one. Besides having become a Pacemaker, he was recently made the proud father of a son.

It is possible that this had something to do with his becoming so proficient in pacing. In any event, you are in, Mr. Collins, and we most heartily congratulate you.

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Anything worth doing is worth doing well, and anything worth doing well is worth doing now, so as to get it out of the way of doing something better.

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Totals are of supreme importance to the business man.

Totals on the wrong side mean business failure.

Totals on the right side mean business success.



**L. F. LOEFFEL**

Member Pacemaker Club, Atlanta District  
Elected August 21, 1913

Mr. Jack Loeffel, as he is known by his friends, made a very successful race for membership and was also a contestant for the Directorship of Atlanta.

We can not help but believe Mr. Loeffel's success is, in a large measure, due to the partnership he made during the early part of the year, and in view of the fact that he was not a Pacemaker last year, entitles Mrs. Loeffel to her share of credit for his present success.

It will be a double pleasure, Mr. Loeffel, to have you with us at the Convention, as it will be your first visit to the factory and our first opportunity to meet you personally, in addition to honoring you as a Pacemaker.

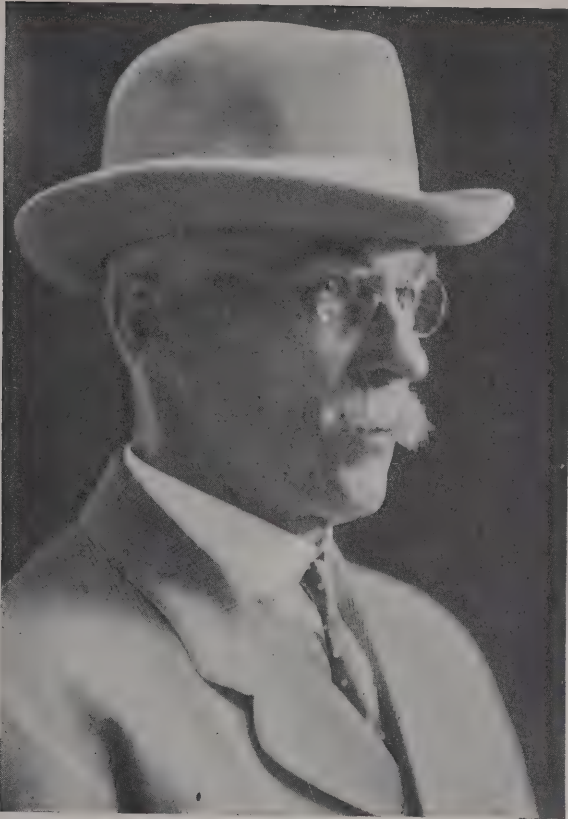
Mr. Fisher's photograph was not received in time for publication, but will appear later.

**R. G. FISHER**

Director Pacemaker Club, Denver District  
Elected August 23, 1913

The Denver Office had keen competition in electing their Director and Mr. Fisher is to be especially congratulated in winning the race.

Mr. Fisher is comparatively a new man, having connected with us December 1, 1912. It is a special honor for one so young in our employ to secure this important position in the Club and Mr. Fisher is to be commended on securing the splendid business necessary to be elected to the Office.

**LEWIS SMITH**

Member Pacemaker Club, Albany District  
Elected August 25, 1913

Mr. Smith of Albany, dean of the Boston District, secured membership in the Pacemaker Club August 25th.

Mr. Smith is one of our old stand-bys, having come with Bowser & Company in June, 1905. He has always been a very consistent worker and has taken a number of prizes in sales contests. Last year he secured the Directorship of the Boston Office.

It is especially pleasing to have you in the Club again this year, Mr. Smith, and you are to be congratulated on the splendid race you have made. You have beat last year's record by a month and we hope this proves your most successful year since coming with us.

**A. L. CASEY**

Director Pacemaker Club, St. Louis District  
Elected August 26, 1913

Mr. A. L. Casey of the St. Louis Office secured the Directorship of that District on August 26th and is to be congratulated.

Although a young man in years and in term of service, we are beginning to call him one of our old "reliables," due to his business acumen and dependability.

We congratulate you, Mr. Casey, on your splendid record.

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A salesman can't doubt or guess and beat about the bush and expect his customer to give him a certificate to give him a definite answer or a positive order.

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Don't worry over the things you can't do and which other men can—until you've worried over the thing you do but don't do well.

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**P. W. LAWTHER**

Director Pacemaker Club, Dallas District

Elected September 4, 1913

The Dallas District had a most exciting contest on for the election of their Director, which honor finally fell on Mr. P. W. Lawther, who secured the Office September 4th.

Mr. Lawther is a new man, having only come with us October 5, 1912. He has taken to the Bowser line like a duck does to water, however, and has been very successful from the very first day.

Mr. Lawther having never visited the Home Plant, will doubly enjoy his visit to the Convention.

He travels in Shreveport District and is to be especially congratulated on the nice business he has secured from this District.

Mr. Dabney's photograph was not received in time for publication, but it will appear later.

**F. G. DABNEY**

Member Pacemaker Club, Dallas District

Elected September 5, 1913

Mr. Dabney completed his 500 points of business September 5th, the next day after the Director for Dallas was elected. Mr. Dabney is the man that gave Mr. Lawther a fast run for the Office.

Although having been in the Bowser organization only a short time, Mr. Dabney has shown us he is the qualification all Bowserites are composed of, and we are expecting him to take other honors during the year.

We congratulate you, Mr. Dabney, on the splendid showing you have made and hope that your sales record for the year will be high in the list in your District.

**J. H. ARMSTRONG**

Member Pacemaker Club, Engineering Sales Office  
Elected September 5, 1913

Mr. Armstrong secured membership in the Pacemaker Club September 5th with a good margin.

It is needless for us to make any introductory remarks about Mr. Armstrong as he has been in the lime-light in past sales contests so much that he is known to practically everyone in the organization.

He had the honor of being Director in the Pacemaker Club in the Fort Wayne District last year and we are very glad to have him back with us again. Everybody admires a man that can come back and Mr. Armstrong is that kind of a man.

Mr. Pack's photograph was not received in time for publication but it will appear later.

**L. O. PACK**

Member Pacemaker Club, Atlanta District  
Elected September 5, 1913

Mr. L. O. Pack secured membership in the Pacemaker Club September 5th with 505 points to his credit.

Mr. Pack came with Bowser & Company September 31, 1912, and also belongs to the colony of comparatively new men who are making phenomenal records in our sales force. Mr. Pack has been a consistent business getter ever since he came with us and we are learning to expect big things from him.

We wish to congratulate you, Mr. Pack, on your election to the Pacemaker Club and wish you continued success.

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Promptness is a grand leader, while Procrastination limps behind. Today is master of the situation; Tomorrow is an imposter, who is almost sure to bring failure with him.—J. T. Field.

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**A. F. TODD**

Member Pacemaker Club, Atlanta District  
Elected September 8, 1913

Mr. A. F. Todd secured membership in the Pacemaker Club September 8th with 516 points to his credit.

Mr. Todd is the "Joe Cannon" of the Bowser sales force and those who ever had the pleasure of attending past Conventions in which he has been present, will recall his interesting and instructive sales talks.

We are very glad to have you with us again, Mr. Todd, and congratulate you in beating your last year's record for membership in the Club by a month and a half this year. Our hope is that 1913 will prove your record year with us.

**H. BEIQUE**

Member Pacemaker Club, Toronto District  
Elected September 9, 1913

Mr. H. Beique of Toronto, secured membership in the Pacemaker Club September 9th with 505 points to his credit.

Mr. Beique is a tireless worker and has earned a splendid reputation in the Canadian sales force. He has won sales contests held by the Canadian Office and last year in one contest secured 140 points in 15 days. He works in the city of Montreal, which field he is cultivating for Bowser sales in a very efficient manner.

We offer Mr. Beique our heartiest congratulations on his success in securing membership in the Club and hope that we shall have the pleasure of reporting his successive memberships in years to come.

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The cost of the car doesn't cut any ice  
Speed alone doesn't win every race;  
It's the hands trained to steer  
Backed by brains, sound and clear,  
That makes some beginner  
A "Vanderbilt" winner.  
Are you trailing, or setting the pace?

---





A. G. HARTGEN

Member Pacemaker Club, Harrisburg District  
Elected September 11, 1913

Mr. Hartgen, of the Harrisburg District, secured membership in the Pacemaker Club September 11th with 509 points to his credit.

Mr. Hartgen was Director of the Club from the Philadelphia District last year, but has beaten his own record by securing membership over two months earlier this year. He is one of our most ambitious and energetic salesmen and sticks close to business.

He was so anxious to return to his territory last year that he left the Convention six hours before it closed and his success is largely due to his ceaseless efforts.



JAS. WARD

Member Pacemakers Club, Minneapolis District,  
Elected September 16.

The Ward brothers have started their migration into the Club with Brother James in the lead.

This fellow James is a natural born Pacemaker. He even set his father a pace before he was a year old, and he has perpetuated his reputation for Pacemaking ever since he has been with us. In 1911 he finished the year in the "AA" class, last year he was a Pacemaker and now he is back again.

Congratulations, Jim, and may each year's sales' records never grow less.

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What did you get out of the Efficiency Contest? Are you still cashing in on the experience and information it gave you?

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## PERSONAL EFFICIENCY

In studying efficiency, let us not confuse it with strenuousness. The man who hustles may or may not be efficient; probably is not.

Hustling is not a normal element in efficiency, nor is strenuous work apt to be efficient just because it is strenuous. A man may be working a County, jumping from one town to another in great haste without any well planned way of working the County. This means strenuous but not efficient work.

To work that same County with the Towns listed in order so that you can work all of them in the County without retracing steps, if possible, or losing time, is less strenuous but a far more efficient manner of working. This also applies to working a City. We must get rid of the idea that strenuousness and efficiency are either similar or the same.

There are a number of City Salesmen who sadly lack System or efficient methods of working. Some depend on what the day may bring forth rather than going after and bringing forth what there is in the day for them. Attack your work and push your business rather than let your business push you.

Every salesman can be his own "watch-dog," and his first duty will be to bark at himself. A lot of us would like efficiency if it did not interfere with our own ways. It takes a strong man to be highly efficient, because he must usually win a victory over himself before he can pass the threshold of the Temple of Efficiency. He must learn his own ignorance, and correct it. He must abandon prejudice in thoughts and habits, in action. He must learn to think that little, which once seemed large, and that vital, which once seemed unimportant.

It will be clear that these ideas of efficiency are something different from merely making an incidental improvement here and there. This may be done without grasping the first principle of efficiency. Real Efficiency requires a constant, systematic study of one's self, and one's business. Every thought and effort you exercise on this important subject, will prove the biggest paying dividend making revenue producing investments you ever made.

Here are the winners in the efficiency contest conducted from June 1st to August 31st, 1913, inclusive.

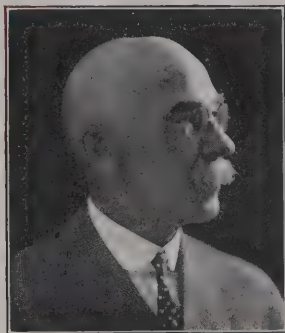


1st Prize—G. H. SCHNABEL, Chicago  
86.03 per cent. Awarded \$100

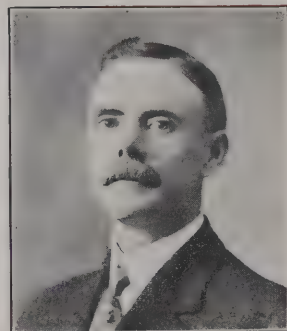
Look over the names and then look at their general high sales records for the present and past years. There's a reason.



2nd Prize—W. P. SHEPHERD, Minneapolis. 83.0 per cent. Awarded \$96.49.



3rd Prize—LEWIS SMITH, Albany  
80.26 per cent. Awarded \$93.29



4th Prize—C. M. CARPENTER, Albany  
80.15 per cent. Awarded \$93.17



5th Prize—F. J. CASEY, Jr., St. Louis  
79.66 per cent. Awarded \$92.60



6th Prize—F. H. RICHARDSON, Albany  
79.36 per cent. Awarded \$92.25



7th Prize—N. A. RING, Albany  
79.15 per cent. Awarded \$92.00



8th Prize—E. J. LOVAAS, Minneapolis  
79.07 per cent. Awarded \$91.91



9th Prize—H. J. JEAUVONS, Toronto  
78.95 per cent. Awarded \$91.77



10th Prize—M. C. BRAMHAM, Minneapolis. 78.86 per cent. Awarded \$91.6



## CONTINUAL EVOLUTION

If we stop to think that we are ceaselessly growing, either growing better or worse, you will appreciate the advantages of the Efficiency Contest to assist us in growing better in our work. We should also apply this thought of continual changes to industrial life. In business, it is either evolution or devolution.

S. F. Bowser & Company have always applied this idea to their corporate existence for our welfare for rendering a greater, more comprehensive service to our patrons. We have not ceased to grow. We are not satisfied with ourselves, because we have before us ever the vision of a bigger, vaster future.

Surely a salesman must necessarily admire and feel confident in a company that is ceaselessly evolving, growing internally in the knowledge of its purpose, grasping and wrestling with new problems of oil storage and control in new ways and winning distinction by its current and re-current successes.

## KNOW THYSELF

One of our good friends who has a very amusing, cheerful and optimistic view of life, was talking with us recently and gave us some new ideas of human nature. He is delightfully cheerful about himself and life in general—nothing worries him; he is successful; he has made his own success and feels that he can make just about as much more success as he determines to go after. The things he has set out to do, he has done. In his own words, he says: "Anything that I want bad enough, I always get," yet, he does not say it boastfully. His ability to get the results that he wants, we learn, was because he does not only want them, but he studies how to get them, and works for them. He is a student of his business and himself. He analyzes his work, learns the weak spots of it, and corrects them. He appreciated the Efficiency Contest, because it helps him detect his weaknesses in salesmanship, which, when corrected, means increased profits and ability to do his work with more satisfaction.

We merely mention this as a specific case of how some of our salesmen viewed the Efficiency Contest and appreciated its advantages.

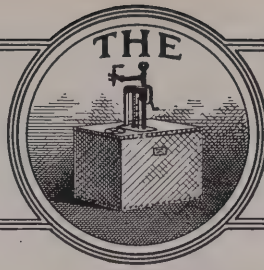
¶ Keep up your Efficiency Efforts. You don't have to have your name on the other page to be a winner in this contest.

¶ Cleaner orders and more business means bigger commission which you surely get regardless of the prize money. Keep it up.

IF YOU  
WANT TO BE  
A PACEMAKER  
YOU WILL  
HAVE TO  
HURRY



BOWSER



BOOMER

Vol. VIII

October 20th, 1913

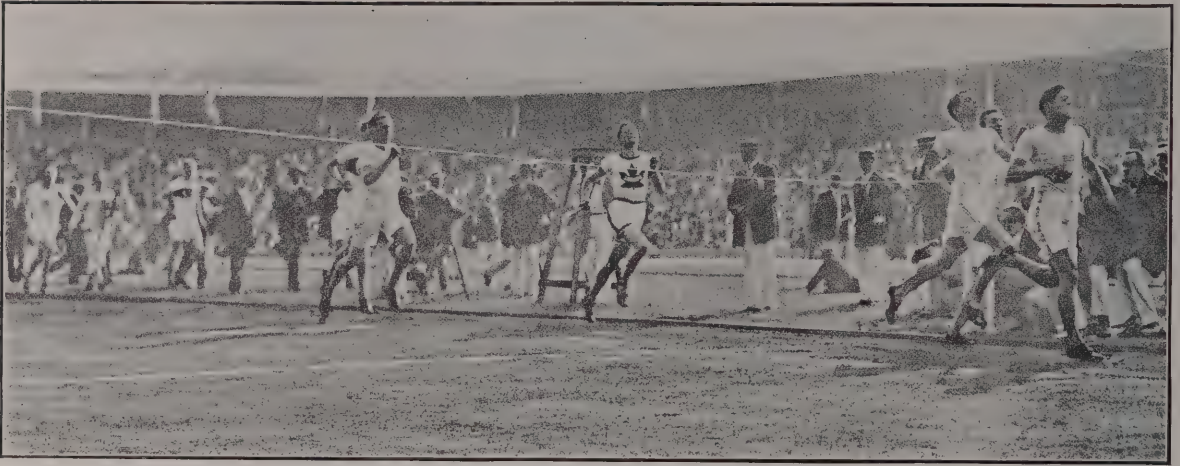
No. 29

# Another Big Delegation of Pacemakers

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Only 8 Weeks Left  
Speed Up!

# Making a World's Record



MEREDITH—First.

FINISH 800 METRES.

SHEPPARD—Second.

FINAL TIME—1:51 9-10.

DAVENPORT—Third.

BROCK—Fourth.



THESE men excel in their line of athletics. They are *Pacemakers*. Our Bronze Tablet men excel in volume of business regardless of lines worked. They are *Pacemakers Plus*. To be a Bowser Pacemaker means you enjoy a business success, but as friend Bramham say's, "*Make this but a stepping stone to greater achievements.*"

Be a Bronze Tablet Man—Be a Pacemaker *Plus*

# Our Bronze Tablet Athletes

The race for positions on the Bronze Tablet is becoming very exciting. The high men are so close that one order will change their standings.

## STANDING OF FORTY HIGH MEN. VOLUME OF BUSINESS October 18, -913.

- 1—J. H. Armstrong .....Engineering Sales
- 2—M. C. Benham .....Minneapolis
- 3—E. L. Milliron .....Engineering Sales
- 4—W. V. Crandall .....San Francisco
- 5—A. E. Moffatt .....Toronto
- 6—N. A. Ring .....Albany
- 7—G. W. Scott .....Harrisburg
- 8—E. F. Klotz .....San Francisco
- 9—C. M. Carpenter .....Albany
- 10—S. A. Collins .....Albany
- 11—T. C. Potts .....Fort Wayne
- 12—A. E. Darling .....Mineapolis
- 13—G. H. Reuben .....San Francisco
- 14—Lewis Smith .....Albany
- 15—N. Paquette .....Toronto
- 16—R. T. Lawrence .....Minneapolis
- 17—H. Beique .....Toronto
- 18—K. F. Hessenmueller .....Fort Wayne
- 19—H. J. Jeavons .....Toronto
- 20—E. B. Bachman .....Atlanta
- 21—F. H. Peeples .....Harrisburg
- 22—H. A. Leonard .....Chicago
- 23—F. E. Walters .....San Francisco
- 24—R. G. Fisher .....Denver
- 25—W. C. Smith .....San Francisco
- 26—W. J. Magrane .....Chicago
- 27—James Ward .....Minneapolis
- 28—P. W. Lawther .....Dallas
- 29—A. L. Casey .....St. Louis
- 30—R. H. Sherlock .....Chicago
- 31—L. F. Loeffel .....Atlanta
- 32—F. W. Devereux .....Albany
- 33—C. F. Comstock .....Harrisburg
- 34—A. F. Todd .....Atlanta
- 35—A. T. Stata .....Fort Wayne
- 36—W. F. Eastman .....Albany
- 37—R. L. Matthews .....Dallas
- 38—F. G. Dabney .....Dallas
- 39—E. J. Mudphy .....Toronto
- 40—A. G. Hartgen .....Harrisburg

We have investigated the standings of the high men for the past five years to get a line on who are the probable winners this year. It is indeed hard to tell, so we are publishing a list of the twelve high men for the past five years, so that you can do your own prognosticating. It may be, however, that three dark horses will take the lead this year, and in this connection, we wish to call your attention to a number of comparatively new men, who have developed into exceptionally strong Bowser Salesmen.

A position on this Bronze Tablet is among the highest honors the company can confer, or that a salesman can attain. It is a perpetual record of the leaders in our sales organization which not only represents the prowess of the salesmen, but also indicates his eminent success.

Below is a list of the twelve high men in the past five years:

1908	1909
J. G. RODMAN	H. E. DOBSON
H. T. PURDY	J. N. DIETCH
R. S. JOHNSON	W. V. CRANDALL
H. E. DOBSON	J. H. ARMSTRONG
W. V. CRANDALL	W. E. JENKINSON
W. E. JENKINSON	C. B. EVANS
E. M. CASKEY	K. F. HESSENMUELLER
J. T. SMITH	F. H. OLDS
C. E. SAUNDERS	J. W. MERICKEL
J. N. DIETCH	W. C. SMITH
S. D. STODDARD	E. M. CASKEY
A. T. STATA	E. P. HAYES
1910	1911
R. S. JOHNSON	J. W. MERICKEL
H. E. BLEEKER	E. F. KLOTZ
W. V. CRANDALL	S. D. STODDARD
K. F. HESSENMUELLER	H. E. DOBSON
J. W. MERICKEL	M. C. BENHAM
C. E. SAUNDERS	F. H. OLDS
J. N. DIETCH	A. E. MOFFATT
E. M. CASKEY	C. M. CARPENTER
W. C. SMITH	LEWIS SMITH
H. E. DOBSON	G. H. REUBEN
W. E. JENKINSON	J. T. SMITH
W. M. KENNEDY	W. V. CRANDALL
1912	
A. D. WYCKOFF	
R. S. JOHNSON	
T. H. RODES	
J. H. ARMSTRONG	
E. M. CASKEY	
A. E. MOFFATT	
W. V. CRANDALL	
J. M. MERICKEL	
E. L. MILLIRON	
W. N. DEMING	
H. A. LEONARD	
E. F. KLOTZ	

**Who's  
NAMES  
WILL BE  
LISTED  
For 1913**



# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY  
S. F. BOWSER & CO., Inc., FORT WAYNE, IND.

Edited by C. H. DAVIES

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS EMPLOYEES

OCTOBER 20, 1913

All things come to him who waits,  
But there's a rule that's slicker;  
The man who goes after what he wants,  
Will get it all the quicker.

◎ ◎ ◎

Speaking of things to read, what is finer than a nice, clean order? We have a lot of men when it comes to this class of writing that can put Emerson, Bill Shakespeare, Hank Longfellow and a bunch of other scribblers a way in the shade.

◎ ◎ ◎

J. G. Sterling's No. 382-A, again emphasizes the appropriate nickname the Boys of his district have given him. He is known among the Minneapolis Bunch as "Jack the Giant Killer."

Mr. Sterling has been with us over two and one-half years and his order No. 382-A came from the first man he ever called on when he started with Bowser & Company. Mr. Sterling has been working on this prospect steadily all that time and his efforts were finally crowned with success.

As Murray puts it:

"The constant dropping of water wears away  
the hardest stone,  
And the dog that bites the hardest, is the  
dog that gets the bone."

◎ ◎ ◎

We received a very interesting little report blank yesterday, signed by B. W. Hawes. Mr. Hawes is a new salesman, having just come with the company. This report was made covering his work the first day out. It stated that he had made two calls and one sale—a 5-bbl. kerosene outfit.

We consider this a splendid start and shows that Mr. Hawes has the right idea about working his territory. He didn't start out with the idea of seeing how many calls he could make a day, but when he got a prospect evidently worked until he secured the order. This is the difference between a traveling man and a salesman.

Mr. Hawes works under the Albany Office.

West Jackson, Miss., Sept. 6, 1913.

Dear Sirs:—

I went into a new field last Monday and sold the State Penitentiary 2-241 with 1100 gallon tanks. One for kerosene and one for gasoline. Tell the other boys to look after the State Institutions.

Yours truly,

R. W. MAXEY.

JACKSON, Miss., Sept. 4.—The state penitentiary trustees, at their meeting this week, took an advance step in the matter of safety and economy. It was decided to establish regular gasoline and kerosene supply stations for the Parchman plantation, with its extensive area. A contract was entered into with R. W. Maxey, and E. W. Bachman, representing a western supply concern, to install stations of 1,100 gallon capacity for the storage of each of these commodities. Hitherto it has been the custom to purchase by small quantities for the different camps.

Above we clipped from the Commercial-App., one of the largest daily papers in the south.

R. W. M.

◎ ◎ ◎

Mr. A. D. Wyckoff who has had charge of the Pittsburgh Office for the past year has been appointed Eastern Railroad Representative to take the place of Frank T. Hyndman who was recently appointed Superintendent of Motive Power and Cars for the Wheeling & Lake Erie Railroad. Mr. Wyckoff has been in the service of S. F. Bowser & Company, for a number of years as efficiency expert and has had a very wide experience in designing equipment for the handling and storage of oils, as well as oil filtering and circulating systems for railroad and manufacturing institutions. A. D. is an energetic worker as is evidenced by the lead he took in sales last year having secured first position on the Bronze Tablet. We are looking for big things from Andy in his new field.



As George, the waiter sees D. W. Darden, of Atlanta.

The waiter sketched it as Mr. Darden entered the cafe after working over time to get the order he has in his right hand.



This is Director Reuben of the San Francisco district, traveling the hot sands of Arizona. Sage brush and cactus is the general crop in his territory, but notwithstanding that E. H. managed to harvest enough Bowser Orders to make him a Pacemaker and Director. Mr. Reuben wears a top coat and ties a scarf over his ears to keep the sand out while traveling.

#### LETTER FROM CRANDALL.

Ranch Rigby, Idaho, Oct., 11, 1913.

I have just been paid a visit lasting several days by Mr. E. M. Savercool, our Western Manager. He probably did not know I was going to take him out to the ranch and invite him to eat, sleep and camp right on the ranch, but that is exactly what he had to do. We had shot-guns and all the necessary things to hunt with and we had some time. Although, the weather was almost zero and a regular winter blizzard raging all the time, Mr. Savercool was at all times ready to shoulder his gun and go shooting ducks or rabbits. Mr. Savercool don't mind shooting rabbits, but absolutely declines to carry them home. He shot so many that no wonder he did not take to the load.

I had him choreing hogs; herding sheep and driving horses. He gave some good advice regarding methods of farming and if any of you fellows have a farm and need some advice, just approach our Western Manager on the subject. We had a splendid visit and Mr. Savercool supposes some day he is coming again as he thoroughly enjoyed it.

W. V. CRANDALL.

E. M. is evidently making the rounds of his district to be sure all his men understand that he expects the Cup.

#### GET C. W. O.

We often wonder if Bowser Salesmen ever stop to think what an enormous amount of money is tied up in orders taken on deferred payments?

A firm that does a deferred payment business is really running a banking business and manufacturing business at the same time.

◎ ◎ ◎

A high quality storage system cannot be built around a low selling price. It takes a certain number of dollars and cents worth of the right material and right labor, to make a Pump that will deliver the goods 365 days in the year, year in and year out.

◎ ◎ ◎

It is pleasing for us to announce that our Mr. A. W. Hopkins, who sold a Cut 241, to the Pilot Garage of Auburn, New York, was told by the purchasers two weeks after installation, that their gasoline sales had more than doubled since the installation of a Bowser. They, as well as their customers, are extremely well pleased with the outfit and they say they are getting new customers every day through the efficient service and high quality of gasoline afforded by the use of a Bowser.

◎ ◎ ◎

Director P. W. Lawther, of the Dallas office, has made what we consider a remarkable record in the Shreveport territory. Out of eight hundred thirty-five registered automobiles in his entire territory, he has sold twenty-three Cut 241 outfits, in addition to a large number of our underground gasoline outfits. In other words, he has averaged one "Red Sentry" for every thirty-six automobiles.

We would like to get a similar report from any other salesman who thinks he has covered his territory with "Red Sentrys" as good or better than Paul Lawther.

Let's hear from you.

◎ ◎ ◎

In talking with Mr. E. W. Lewis, of the Card and Statistical Department, we were interested to learn that the Bowser tankage sold during August was seven hundred and fifty-six barrels and in this were only included two tanks of an extra large size. In other words, the Bowser Company supplied the world with modern storage equipment for 37800 gallons of oil and gasoline during last month. If it was put in one-barrel tanks side by side, the tanks would be over one-third of a mile long.





A. L. BYRD,  
Member of Pacemakers Club, Atlanta District,  
Elected September 6th.



H. J. JEAVONS,  
Member of Pacemaker Club, Toronto District,  
Elected September 8th.

Quite likely the old saying, "Birds of a feather flock together," is responsible for A. L. joining the Pacemakers Club. He would not be true to his name or himself if he did not become a Pacemaker. Mr. Byrd was with us last year and we all enjoyed the part he took in the Pacemakers' entertainment. He has beaten his own record this year in making the club several weeks earlier and we are expecting him to be among the high five in the Dixie bunch. He is a high-flyer and will surely make an altitude record this year. Welcome into the club Mr. Byrd.

Are you one of the famous Bowser Pacemakers or are you only on the road to famosity. Only eight weeks left. Better hurry!

Although Mr. Jeavons travels in the far northwest, he is not forgotten by us as we hear from him almost daily. His orders are numerous, clean and of good amounts, and for him to be in the Pacemakers' Club again this year is but the ordinary course of events with him. He is a thinker and uses his brains in working his territory, selling the best outfit for the purpose for which it is to be used by the purchaser. That he has given first and last, a great deal of time and thought to efficient saleswork is proven by his splendid record. We congratulate you, Mr. Jeavons, and are pleased to welcome you back into the Club.

He that is master of himself is greater than he that buildeth a Panama Canal. One's own whims are hard to sidetrack when duty dictates work. It's nice to sleep a half-hour longer in the morning but it's the will and determination to put these indulgences aside that makes Pacemakers.





**F. H. PEEPLES,**  
Member of Pacemakers Club, Harrisburg District,  
Elected September 15th.

It is with pleasure that we announce the election of Mr. Peeples to membership in the Pacemakers Club, as he has been a very constant producer ever since he came with us and is well deserving of the title, "Pacemaker." He is a salesman willing to work consistently and has the ability to do his work so effectively that he has on several occasions been a prize winner in our sales contests. Congratulations, Mr. Peeples, on your success this year and hope you will sign up in the club regularly.



Our old friend Jawhn W. Lea, of the Fort Wayne District, a southern gentleman of irresistible charm, added another signature to his collection that netted him 62 points. It was at the foot of an order for a battery of fifteen Cut 64's. We believe our Jawhn could get the governorship of the state if he went after it.



**R. L. DUNCAN,**  
Member of Pacemakers Club, Minneapolis District,  
Elected September 18th.

The "R. L." in Mr Duncan's name stands for Reliability and Loyalty, for he is the personification of each when it comes to Bowser goods. Mr. Duncan has been with us for a number of years and has always been successful. He was registered as a Pacemaker last year and we are especially pleased to have him with us in 1913. It costs at least many thousands of dollars to belong to this club, but all Dunc needs to know is how many and he'll he'll produce. Welcome R. L., we are as glad to have you as you are to join.

When a recent telegram was received from S. A. Collins, announcing the birth of a son, in which he stated that the son will make a Pacemaker, or at least make his father pace some before he grows up, it caused a ripple of merriment to all who have gone through the present stages of Mr. Collins. Mr. Bowser says any boy will keep his father pacing and no doubt S. A. will pace easily 3,000 miles long before the boy has grown up.

In a recent communication from the Albany Office, we were pleased to note the celebration in the Albany Office of Mr. Belford's new daughter. It is predicted that the young lady will emulate the example of her worthy father in making her mark in the world.



**E. J. LOVAAS,**

Member of Pacemakers Club, Minneapolis District,  
Elected September 18th.

Mr. E. J. Lovaas, of Minneapolis, decided to again come back as a Pacemaker, and we have the pleasure of announcing his membership dated September 18th. Mr. Lovaas travels with the fast Minneapolis aggregation, and is one of the speediest of the speedy. He is doing a great work of uplift in his territory and is becoming famous for his good works. We believe he could get a senatorship or ambassadorship just as easy as he did a Pacemakership if he went after it. Welcome E. J., and many happy returns to the club.

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Mr. Egner, of the Dallas district, who travels in Louisiana, is doing some very energetic work. A sample of the results of his efforts is illustrated by a campaign he made in a town in Louisiana, with a population of 821 people. One day's work of Mr. Egner resulted in orders for four Cut 19's, and one Cut 6, and we take this occasion to compliment him on this nice business. You can look for him at the Pacemakers' convention.

We did not receive Mr. Lawrence's Photograph in time for reproduction but will appear in a later number.

**R. T. LAWRENCE,**

Member of Pacemakers Club, Minneapolis District,  
Elected September 19th.

Although Mr. Lawrence has only been with us long enough to write one hundred eighty-two orders, they have been of such a character and amounts that he has made exceptionally good and we take pleasure in hailing him as a Pacemaker.

Since devoting his life to Bowserizing his territory he has established some splendid records which activities landed him into the Club with 510 points to his credit.

He is wise about the principles of a good order and is well qualified to be enlisted a Pacemaker. Welcome, Mr. Lawrence, and may success continue to be yours.

**Effort, when mis-applied  
is lost. Work your territory  
efficiently and get in-  
to the club.**



**D. WARD,**  
Member of Pacemakers Club, Minneapolis District,  
Elected September 23rd.



**F. H. RICHARDSON,**  
Member of Pacemakers Club, Albany District,  
Elected September 25th.

The second one of the Ward boys registered a Pacemaker is brother David. This is not anything new for Dave as he was in the Club last year. We are delighted indeed to have him come back, and we are expecting him to take other trophies. It's a habit Dave has. He doesn't worry about the high cost of living because it is impossible for it to go up faster than he can make his commissions rise when he wants them to. Walk right in Mr. Ward and select your seat for the banquet.

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M. C. Bramham in making the Club, has declared that it is but a stepping stone towards a record for the year. In fact, he has pledged to finish the year with 750 points or more to his credit.

To do this will require a continuation of his very best efforts. We are sure if he puts them forth, however, there will be no question as to his success in this line.

Bramham is built for endurance and geared for speed. He has the lines of a battleship but has the grace of a yacht and is one of the smoothest running six cylinder racers in the selling force—Watch him.

It will not surprise the many friends of Mr. Richardson to learn that he has joined the Pacemakers Club, as he is one of our most consistent prize winners, and was a Pacemaker last year.

Mr. Richardson travels in New Hampshire, which territory he has been covering for some time, and is so well known in his locality, that the storekeepers' children call him by his first name.

We are indeed delighted to have Mr. Richardson with us again as a Pacemaker, and expect to issue him a life membership card.

Greet each day with a smile for  
with it's advent comes the glories  
and possibilities and joys not of  
what was, nor yet of to-morrow—  
but of *to-day*. **NOW IS THE  
TIME.**





R. CODDINGTON

Member of Pacemakers Club, Denver District,  
Elected September 25th.

Mr. Coddington has again registered as a delegate to the Pacemakers' Convention from Denver. Mr. Coddington has succeeded thru hard persistent, resourceful, truthful salesmanship, which by the way, is the regular Bowser Brand. His work has been especially commendable considering the conditions under which he has been working and we most heartily congratulate him on his success. We hope that you continue to secure a liberal supply of the needful and that you close the year with other honors to your credit.



W. F. SHEPPARD,

Member of Pacemakers Club, Minneapolis District,  
Elected September 27th.

Our readers will remember Mr. Sheppard as the man who came with us a year ago last February, but notwithstanding the fact, made the Pacemakers Club in 1912. We are indeed pleased to report that he is a Pacemaker again this year, and we feel sure you can expect him each consecutive year.

Mr. Sheppard is a very thorough worker, and cultivates his territory in a very systematic manner. We are expecting Mr. Sheppard to break some records this year.

**T**HE man who never wants what may seem as though he can't get, will never be dissatisfied nor successful. Work for what you want—work consistently and its a "10 to 1 shot" you will get it. Just try this out for the next eight weeks.

## THE FISHING HOLE WHERE POTTS AND THE BUNCH GO.

My dear Editor:—

I have been interested in noticing the pictures in the "Boomer" of the real sports of the Bowser organization together with the more or less authentic accounts of their prowess as disciples of Isaac Walton—before I had to work for a living, I used to do something in this line myself but, of course, am unable to follow my inclinations in this respect at this time.

In this connection it has occurred to me that there was so much of the best talent of our organization spending a large portion of his time at Baldwin, Michigan, that this would be the one spot on the map where Bowser equipment would reign supreme and with the idea of obtaining some pointers for use in my business, I sent a representative of this office up there recently with instructions to bring back a complete account of the 241's which I expected were dotting the landscape in that locality. What was my surprise to learn, however, that the leading central attraction in that most lovely town of Baldwin is a little red house with a tin faucet tank and on the side of the house written the word "Gasolene."

This letter is not written in a carping spirit (no pun intended—I understand they do not catch carp at Baldwin) but I would like to know whether this matter has been covered in their reports concerning the one big fish that got away, or, whether the boys were studiously avoiding the disturbance of this land-mark with a view to using it to stimulate them to greater efforts when they return to their arduous duties after their very much needed (?) rest.

Very truly yours,

L. P. MURRAY.

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Mr. G. H. Kinsley, who is traveling in Georgia under the Atlanta Office, having returned to the Dixie Crowd after a visit in the East, is hitting his old stride. One Saturday's work netted him one 5-barrel and two 2-barrel Cut 241's in addition to two 2-barrel Cut 115's.

We consider this a good Saturday's work, especially in view of the fact that it was in a town of ten thousand inhabitants where five Cut 241's had already been sold. This illustrates the fact that after the first 241 is installed in a town the prospects for more business there is good if there are more firms in the town handling gasolene and oils.

## Prosperity

As a man thinks, so he is; times are good or bad as one makes them—good business depends upon optimism, enthusiasm, hustle and an absence of gloom.

All around us are evidences of prosperity—record breaking crops—new marks in production. Of course there are some men who absolutely refuse to see good.

Read what Henry Clews says in his financial letter of September, referring to the corn and wheat, oats and barley crops:

"The money value of these four principal grain crops at current Chicago prices is about \$300,000,000, as against \$290,000,000 a year ago. In view of the high prices for corn, cotton and other agricultural products, our farmers as a class will receive as much money this year as last year and probably more. This means that a few districts will suffer serious losses; while the great majority of farmers will enjoy continued prosperity."

Right now is the time for everybody to hand the hook to the anvil chorus and prepare to go after his particular share of this year's business. It is there waiting in every line and the live man is going to get it. Jump into your territory, determined to finish the year a Pacemaker—Hustle and WIN.

## BRANCH OFFICE STANDING

October 19th, 1913—38th Week

SAN FRANCISCO

MINNEAPOLIS

ALBANY

TORONTO

DALLAS

DENVER

FORT WAYNE

ST. LOUIS

CHICAGO

ATLANTA

HARRISBURG

### SAN FRANCISCO IS STILL IN THE LEAD.

Savercool and his band of warriors are evidently determined to give no quarters in the struggle for the cup. They took the lead from almost the very start and have held it right up to the present writing. Whether they hold it up to the finish remains to be seen, altho "E. M." says that is their plan. Murray, however, has a bunch of northwesterners that are professional prize takers and there is a big possibility of them upsetting E. M.'s plans.

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The Knickerbocker Press, of Albany, N. Y., dated September 4, contained a news item of a very sad accident which befell a woman storekeeper who carelessly handled gasoline. Attached is the clipping referred to, for your information:

### MATCH FIRES TANK OF GASOLINE KILLING TWO

**The Woman Storekeeper, Recently Made  
Widow, and Clerk Slain and the  
Store Burned to Ground.**

Little Valley, Sept. 3.—A lighted match held near a gasoline tank caused an explosion that resulted in the death to-night of Mrs. William T. Mattoon, fifty years old, and Lester Linsey, twenty-nine years old. Mrs. Mattoon kept a general store and sold gasoline. When a supply wagon came to refill the tank to-day Mrs. Mattoon asked the clerk how much was needed. She and Lindsey were bending over the tank when some one lit the match. The store was burned to the ground. Mrs. Mattoon was a widow, her husband having died four months ago, and she leaves four children.

## THE OLD TIN TANK.

At a social session in Mt Holly Surrogate Joseph Huff told of an incident which convincingly demonstrates that some kicks are eminently justified. In a certain section of Jersey, so ran the story of the surrogate, there is a village grocery store where, besides salt and prunes, everything may be purchased from a collar for a pet rhinoceros to a sprocket wheel for a pianola. Together with this, the grocery store is the local postoffice.

A few days ago a farmer entered the store with something on his mind, and after taking a fresh chew of tobacco to fortify himself, he leisurely approached the counter.

"Look here, David," he complainingly remarked, addressing the proprietor, "I ain't kickin' none, but hain't ther' some way that ye kin kind o' sepperate yer grocery bizness an' yer postoffice bizness so thet they won't mix quite so much?"

"There you go complainin' ag'in, Joshua!" responded the grocery man. "What's achin' you this time?"

"No hard feelin's, David, rejoined Uncle Josh, "but t'other day I got some postage stamps here jes' arter Jake Smith got two gallons o' ile, an' every derved one o' them tasted o' kerosene."—Newark Star.

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OUR NOTION is that every OLD TIN TANK is sufficient provocation for a justifiable kick.

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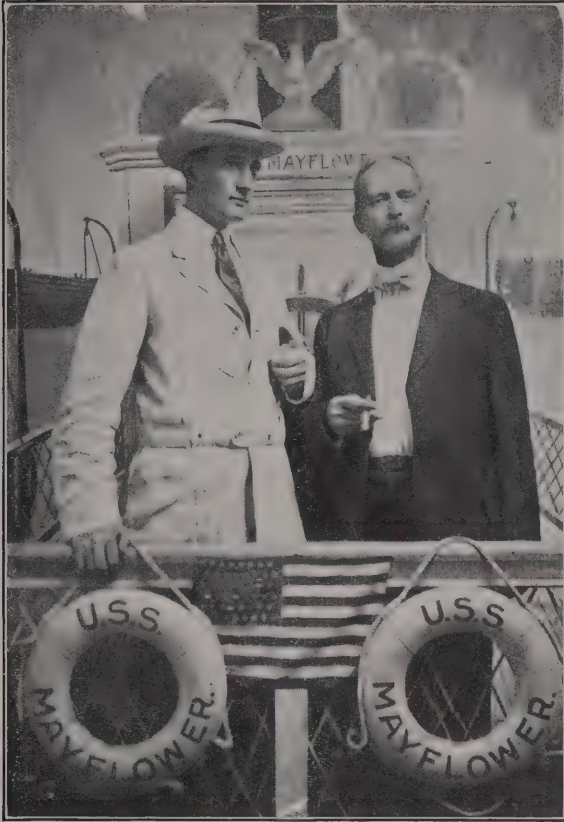
### MESSRS. OLIVER AND BRADSHAW HAD BETTER TAKE CARE.

Lace curtains always were a fire menace—Read the following news item of a near fatality from them:

"The Middletown man whose beard was set on fire by the sun's rays should read the state marshal's bulletin about having inflammable materials hanging about the premises"

In looking over the pictures one would almost think this is a "Minneapolis" edition—Other Districts had better look out!





DOUGLAS CHANDLER    W. G. CHANDLER

Our Baltimore representative Mr. W. G. Chandler and his son Douglas are lining things up in such shape that Baltimore will soon again be as prominent in our sales history as when our Mr. E. M. Denton presided there.

Baltimore is the old home of W. G., which is an advantage to him in working his territory. He looks after the store trade while Douglas takes care of the Public and Private garages.

W. G. Chandler previously did special work under the Atlanta office where he is also well known and was very successful, finishing the year a Pacemaker. Douglas Chandler is not new in the business.

He has had Bowser experience in the South as well as in the East, and also holds some college culture degrees which he obtained before coming with us, but which he doesn't spotting them out during the Pacemakers' convention.

## DID YOU EVER HEAR OF AN IRISHMAN NAMED LUCIUS?

Chicago:

Honors are coming thick and fast to me of late.

I notice in the last issue of the Boomer that I have been adopted as a full fledged son of Erin's Isle.

I presume that I was picked for this signal honor on account of my propensity to use green ink. In regard to this honor carrying with it certain weighty obligations, I shall do my best to make good on it.

Among these obligations, I believe it is customary for a true Irishman to carry a chip on his shoulder. As a matter of fact, I have two chips, namely—the proposition of the Chicago and Minneapolis Offices. As representing the salesmen of these two districts, I announce our intention to move upward in the branch office standing.

For Chicago, we declined to say at this writing just how far we will move. For Minneapolis, we intend to move up at least one notch.

The only thing that I regret in this promotion to a member of the Ruling Race, is that, it takes me out of a class with my friend McConnell, that Canny Scot, who is doing so much work and making so little noise in the effete East.

L. P. MURRAY.

We hardly see how Mac can persist in climbing over Minneapolis after that neat little speech. Will he?

## UNCLE WALT MASON'S BUSINESS PHILOSOPHY.

### The "Just-as-Goods."

They are swarming in the cities and the woods; you will find them in all earthly neighborhoods; swiping thunder from their neighbors, profiting by others' labor—you have met them in your walks, the Just-as-Goods! Some inventor with a peck or two of brains, may produce a something new in areoplanes; then the Just-as-Goods will shark it, rush an airship on the market, and the good man gets his labor for his pains. You may write a little book that hits the spot, something clever, with a brand new line of thought; and the Just-as-Goods will grab it, and they'll imitate its habit, and they'll clutter up the bookstores with their rot. You may make a little painting or cartoon; or invent a better way to cook a prune; and the Just-as-Goods will travel, a-scratching dirt and gravel, but the public finds them out very soon. Who wants a "Just-as-Good"—who wants an "also-ran." The best costs but little more, and has no faults to make you sore.

WALT MASON.



#### **ANOTHER EVIDENCE OF BOWSER SAFETY.**

The above is a view of the Grocery Store at Herron, Illinois, which was recently destroyed by fire. This store had a Cut 19, Type "B" outfit in use which came through the conflagration very well. At the time of the fire it contained 100 gallons of kerosene. The oil remained intact, however, and the pump was damaged but little.

You will note in the photograph Mr. Balentine, our salesman, operating the pump from which a stream is being discharged. This is but another evidence of Bowser safety and dependability.

THE FOLLOWING IS BUT ANOTHER INSTANCE OF THE DANGER IN STORING GASOLENE IN A ROUND TIN TANK. THE ITEM DOES NOT REPORT MUCH LOSS, BUT IT DOES INDICATE THE TREMENDOUS HAZARD WHICH MIGHT HAVE RESULTED IN LOSS OF A NUMBER OF LIVES AS WELL AS VALUABLE PROPERTY:

#### **BURNING OIL SENDS UP COLUMN OF FIRE**

**Flames from Gasolene Shoot 100 Feet in the Air at Cranston.**

#### **HORSES FREED; RUSH INTO CROWD**

**Blaze Starts in 100-Gallon Tank at Garage Owned by Henry C. Angell—18 Animals in Near-by Stable Liberated and Run Through Throng Attracted by Spectacle.**

Flames from 80 gallons of burning gasolene, shooting nearly 100 feet into the air, with a roar like that of gigantic plumber's torch, drew a throng of excited spectators

early last evening to witness a spectacular blaze at the garage owned by Henry C. Angell, on Princess avenue, Cranston.

For over half an hour the 100-gallon tank containing the gasolene resembled a burning oil well, and all efforts to check the spouting flames failed.

At about 7:45, James Angell, a nephew of Mr. Angell, went to the tank to get some gasolene. It is believed that he held his lantern too close to the outlet of the tank, and in an instant a stream of blazing oil shot into the air and set fire to the shed.

#### **Fire Shoots Through Roof.**

The public's first view of the fire came only a few seconds after it started. The streams played by the firemen were like toys, as far as checking the blaze was concerned, and the water, hissing against the heated metal, served only to add another feature to the spectacle.

The shed in which the tank was situated was finished but yesterday. This building was destroyed, but aside from that the only loss was through the burning of gasolene.



We recently received a letter from a New man who travels in West Virginia, which is so good that we are passing it on to you through the columns of *The Boomer*. In part, he says:

"I will do all in my power to be a Pace-maker Plus. Have splendid prospects and of course, being a green hand at tanks, I am using my crow-bar with both hands and my feet in prying loose the orders that I know are there and in my heart and soul know the are mine, so something has to come my way. Goods are not sold by accident, but by well directed effort. I am keeping up my courage, and right with myself and not allowing any dealer to smother my enthusiasm and bluff me about S. F. Bowser's prices. I always remember that S. F. Bowser & Company, Inc., appreciate just what I am going through, because the officials have sold the goods themselves."

That's the sort of spirit that makes a Pace-maker. That's the Bowser spirit that is responsible for success.

Boys, don't be bluffed—keep digging—and you'll WIN.

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### DENVER STEADILY GAINING.

"Denver District has been making herself heard during the past few months, although just 'sawing wood and saying nothing.'" We have become accustomed to see them up around sixth or seventh place for quite some time, and we shouldn't be surprised if they slipped something over Fort Wayne District again, to say nothing about Dallas and Toronto. They will bear watching! In March and April they were quietly marching in tenth place. They have climbed some since; so gentlemen of the other districts, look out and keep your eyes peeled—they are a dangerous crowd. Messrs. Coddington, Fisher, Gallmeyer, Vonderembse, and one or two of the Old Guard are right on top and coming fast."

Mr. Fisher only came with us last February so you see he has crossed the "home-plate" in his first seven months.

For a new man to take the Denver Directorship in seven months is going some.

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As in a game of cards, so in the game of life, we must play what is dealt to us and the glory consists not so much in winning as in playing a poor hand well.

—JOSH BILLINGS .

We dropped into the office of one of the officials yesterday during the busiest time of the day and he was sweltering with a desk load of work. In his hand he had two or three letters that were particularly annoying to him and when we asked him for "news" he began to tell us how he wished that people who write letters would think before they do so and thus avoid a lot of unnecessary correspondence, time and worry.

Office men have just as many difficulties and irritations as do the salesmen. We all have our troubles, so we told our friend that it was these little trials and troubles that made life interesting. What we must not do is to let these little irritations and vexations affect our dispositions.

Variety is the spice of life, and salesmen have their share. Everybody does. If every time we called we received "a glad hand"—if every ad we used proved "a world beater," if every envelope we opened contained an order, a check, a congratulatory message, why, say, life would become monotonous, we would become less efficient.

It's the jolts, the jars, the jabs, the fights, the kicks we get, that keep us primed up; the grouchy customers, the erratic ones who prove their friendship later to us, who demand the almost impossible, who necessitates the burning of midnight oil to please them, and force us in an endeavor to reach a point of perfection that reacts for your good and our good.

Let us not become discouraged. Meet these problems with an open mind. Tackle them with a smile and they will develop us into bigger, broader men and better salesmen.

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It's a caution the way H. Beique, H. Crepin, and those other Cannucks are going after business.

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Let's be glad while we may;

Think how long we'll be dead.

While we're passing this way,

Let us try, every day,

To be blithesome and gay;

Let's be happy, instead

Of sad, while we may;

Think how long we'll be dead!



Worthington, Ind., Aug. 7, 1913.

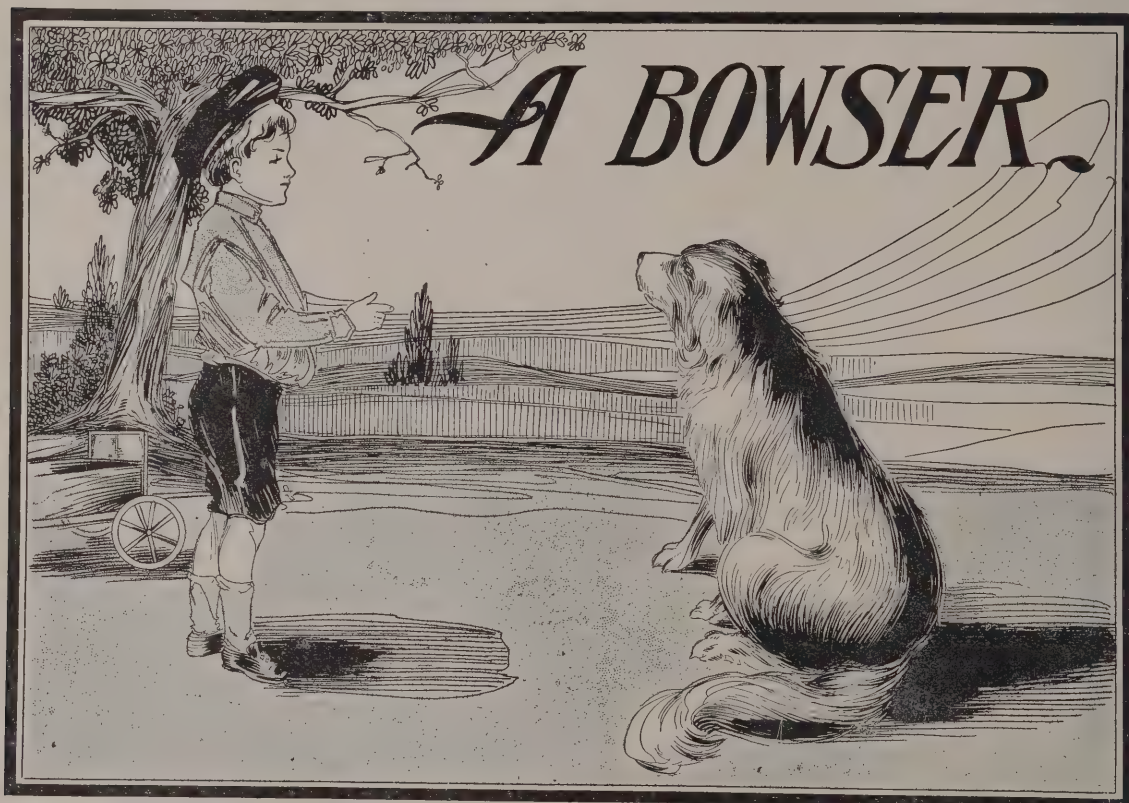
S. F. Bowser & Co., Fort Wayne, Ind.

Dear Sirs: In regard yours of the 6th inst., will say I am fixed for present. I had intended building a new garage, but failed. But will assure you when I want an oil tank, I want a "Bowser."

When I owned a pup it was a Bowser also. So you understand I fully appreciate this quality.

Yours, etc.,

IKE BILDERBACK.



## A Good Name is Rather to be Chosen than Great Riches

It costs more to make good goods than it does cheap goods. The margin of immediate profit to the manufacturer is larger on cheap goods than it is on quality goods. No business grows very much that makes cheap goods nor does it have satisfied customers.

The endeavor of our Company has been to see how good rather than how cheap we could make our products. It is this that accounts for our wonderful growth and patronage of over a Million Bowser Users. The Users test proves the Bowser best and the satisfaction of serving the public well is preferable to great riches. Serve well and the riches will naturally follow.

# The Bowser

# Boomer

Vol. VIII

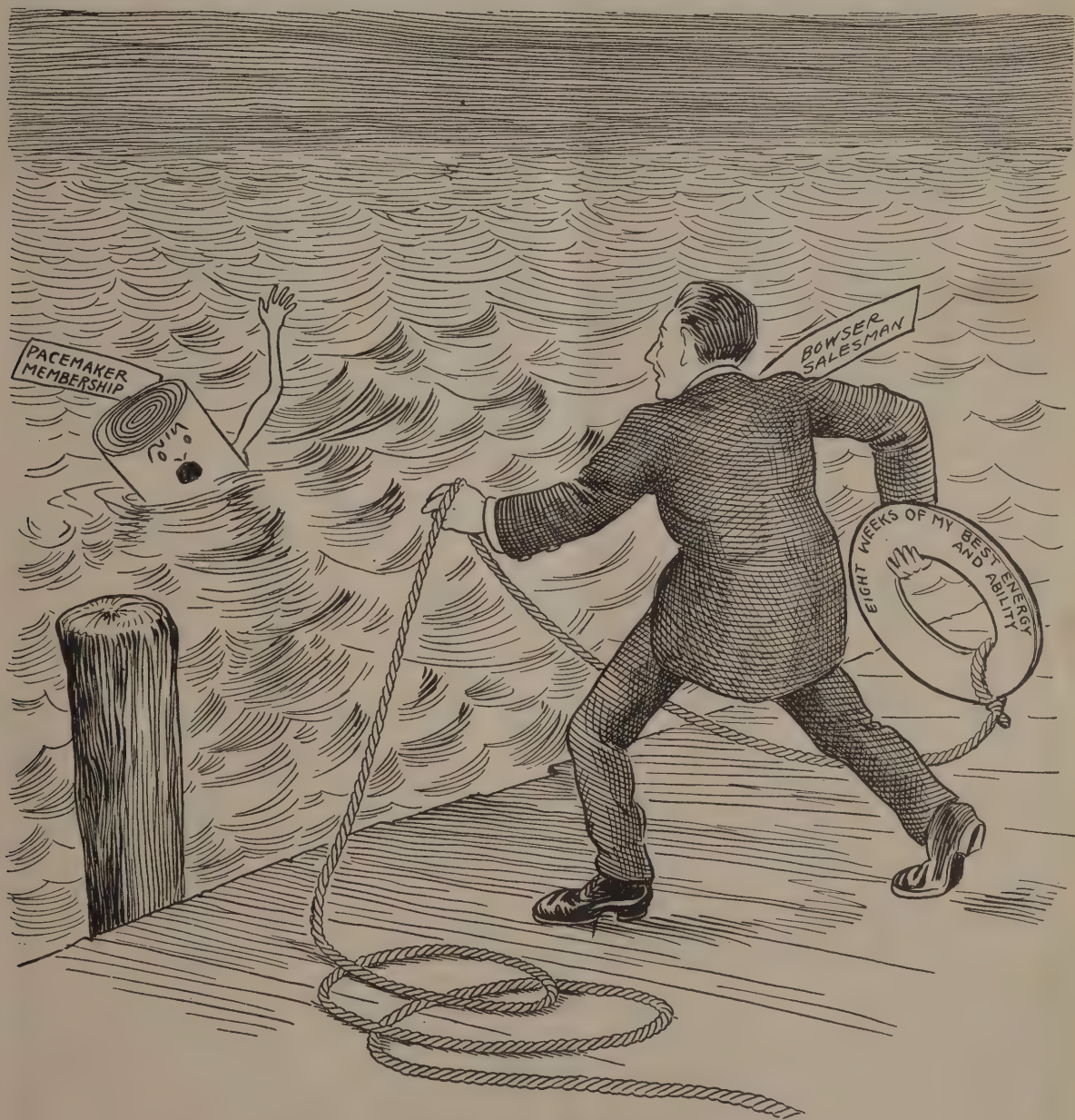
November

5th, 1913

No. 30



*Procrastination is the banana peel on which many a business man trips.*



## To The Rescue!

The Opportunity is Still Yours but You Must Act Quick



## *Another Picture-Book of Pacemakers*

**L**AST fall when we endeavored to modestly and gently jogged the memory of the boys to the fact that the membership role of the Club would soon be closed, a number of self-complacent gentlemen failed to be jarred loose from their heavy thinking long enough to take the matter seriously until about the last two weeks. Then there was a big rush to cover their shorts. A number of them did but, Alas! many had coasted too long and their most strenuous efforts then failed to land them in the Club. Boys, don't let that happen this year. *Put forth your best effort every day until your are In, then use the remainder of the year to roll up a big volume.*

Only Seven Weeks Left

*HUSTLE!!*





W. Y. ROBERTSON,  
Member of Pacemakers Club, Toronto District,  
Elected September 29th.

It is with pleasure that we announce the election of W. Y. Robertson to membership in the Pacemakers' Club from the Toronto District. This will make Mr. Robertson's second trip as Pacemaker, he having been in the club last year also, but he has beat his last year's record by several weeks.

Mr. Robertson, we bow to your superior achievements. Here's to your future, may it never grow less.



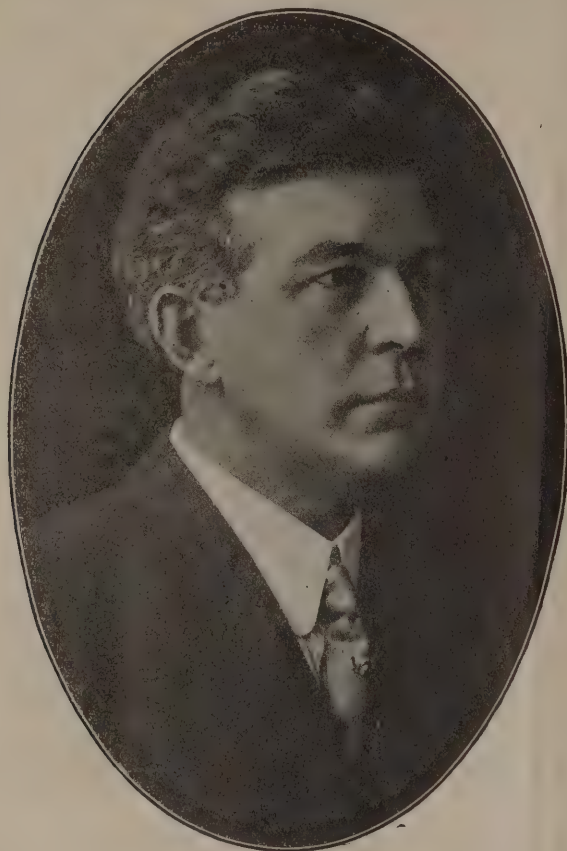
W. W. INCE,  
Member of Pacemakers Club, Dallas District,  
Elected September 30th.

Mr. Ince secured membership in the Pacemakers' Club with his order No. 213, which gave him a total of 509 points. Mr. Ince has not been in the organization so very long and this trip to the convention will be his first to the factory, which will add an additional pleasure to his visit and be mutually enjoyed.

Mr. Ince is a progressive salesman and has made a very consistent effort for membership.

Congratulations, Mr. Ince, and we trust you will continue to grow in popularity and esteem.

THE fellow who digs and digs hard, still has as good a chance for membership as Ty Cobb has making good when he gracefully slides into second base. Try and try hard, is all anyone can do. If you don't you are going to finish feeling as foolish as a society man who casts a shoe attending a swell funeral.



W. C. SMITH,

Member of Pacemakers Club, San Francisco District,  
Elected October 7th.

When Mr. Smith's picture appears comment on his record is unnecessary as he is so well known in the organization and his record of success has been so frequently published that everybody knows it.

He could not resist the temptation to again register as a Pacemaker as he has not missed a convention since the Company began holding conventions. Ever since 1899, Mr. Smith has been making Bowser Sales Records and has won many prizes in special sales contests. We deem it a privilege to have Mr. Smith with us at the coming convention.

Mr. Sterling is so modest that he declines to have his picture taken, consequently a Boomer reporter had to snap this when he was not looking.



J. G. STERLING.

Member of Pacemakers Club, Minneapolis District,  
Elected October 9th.

Mr. Sterling's order No. 393 gave him Pacemaker standing of 508 points, which elects him to the Club and we take pleasure in announcing his membership.

Mr. Sterling is a repeater from last year, but is entering the club earlier this year than he did in 1912.

We salute you, therefore, Jack, with ceremonies appropriate for your "second time 'round'" and wish you many happy returns.

The Pacemakers Convention is the Official Home-Coming of Prize Winners. We want you to be there. You want to be there also so **GET IN**





**F. W. DEVEREUX,**  
Member Pacemakers Club, Albany District,  
Elected October 9th.

Our "live one" from the East will again be with the Club this year, after securing membership on October 9 with 505 points to his credit.

Mr. Devereaux arranged his honeymoon so that it would include his trip to the Pacemakers' Convention last year, and we had the pleasure of meeting his better three-quarters. He is evidently arranging to celebrate his first anniversary by a similar trip.

Mr. Devereaux is an old-time prize winner and has won many special sales contests held in his local district as well as in the entire organization.

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We have been daily expecting to hear from our friend, Bob Johnson, with a "whale" of an order that would put him at the top of the forty high men. This suspense in which he is keeping us is getting on our nerves and we wish Bob would send it in right soon so we can get some sleep.

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E. P. Walker, of the Fort Wayne District, has a splendid chance to make the club this year, and we have a "90 H. P." hope that he does. E. P. is one of the old guard and we would certainly like to have him on hand during the convention to tell some of the young fellows a few of his tricks in salesmanship.

Mr. Lee's Picture did not reach us in time for reproduction in this number. It will appear in a later issue.

**W. A. LEE,**  
Member of Pacemakers Club, St. Louis District,  
Elected October 10.

Mr. W. A. Lee, of the St. Louis District, registered his order No. 223, which made him a Pacemaker. We hasten to congratulate Mr. Lee on his success as he has made a very consistent effort.

This is Mr. Lee's first visit to any of our conventions, and his first trip to the factory. We feel sure he will enjoy both, feeling well repaid for the extra effort it took to secure membership entitling him to its privileges.

Alright, W. A., make yourself at home.

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We interviewed Manager Little, of the Fort Wayne District, and regret to report that he advises a slight depression in the Central States, which he considers due to atmospheric conditions. This has affected the sensating ability of his business-getting machine, which doesn't seem to be vibrating just right at the present time over all parts and the mental dynamic forces of the salesmen being made so effective that it is bound to result in an influx of business that will put the Fort Wayne District in the position it belongs in the race for the loving cup.

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Any parts of the foregoing rather mystifying to our readers will be fully explained in booklets prepared for the purpose by our "mental sales" department.

ED.



# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY  
S. F. BOWSER & CO., Inc., FORT WAYNE, IND.

Edited by C. H. DAVIES

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS EMPLOYEES

NOVEMBER 5, 1913

The man who wins in these strenuous days must hustle and dig in forty-five ways and be eager and willing with vim all athrob if he wants to hold down a Pacemakers' job.

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We don't very often make public mention of subscribers in arrears, but we haven't heard from H. C. Carpenter, of New York, for so long that we feel justified in saying that if he doesn't send in a contrib or his 1913 subscription we will publish the fact that it is still unpaid. Now come on, Clint, with your contribution.

◎ ◎ ◎

One of our coming youngsters, whom you can all watch with the expectancy that he will soon be among the high boys, is W. B. Grooms, of the St. Louis Office. Mr. Grooms works in E. St. Louis, and has been doing a splendid business.

Mr. Grooms, although an old hand at setting type, shows that he can also set a pace when it comes to selling Bowser equipment. He has eighteen cut-24ls to his credit in his territory, this year.

◎ ◎ ◎

D. W. McConnell (Albany) has made such an impression on us that we will be willing to make a ten-to-one shot that he will register in the club in a very short time.

◎ ◎ ◎

W. N. Daniel, one of the scientific salesmen of Atlanta, is allowing no loopholes in his canvass for business and we can surely expect him to register as a Pacemaker

◎ ◎ ◎

H. Dalgaard, of the Harrisburg Office, will be appointed on a very important position in the club as soon as he registers, which we hope will be within the next few weeks. Write us, Mr. Dalgaard, for advance information.

◎ ◎ ◎

In this issue we announced the Pacemaker-ship of E. J. Murphy. We have another honorable Mr. Murphy, whose initials are J. D. He comes from the Minneapolis District, and will without question also be at the convention.



K. F. HESSENMUELLER,  
Member of Pacemakers Club, Fort Wayne District,  
Elected October 15th.

Mr. K. F. Hessenmueller, who is known throughout the organization as "Hess" for short, is an old-time prize winner. He was a Pacemaker last year, and would have been on the Bronze Tablet two or three times had it not been for the fact that the engravers could not get his name on the space allotted.

Mr. Hessenmueller covers Pittsburgh, in which territory he has made a remarkable showing.

We are indeed pleased to announce his membership and wish to congratulate him on his success.

Now come on fellows, YOU know Hess will be there.

◎ ◎ ◎

E. C. Ettinger, of the Minneapolis Office has lost considerable time from his territory, due to his own ill health, as well as sickness in his immediate family. You need have no alarm, however, as to whether he will register in the club, for he proposed to do that early in the year, come what may.

**R. D. LEONARD,**

Member of Pacemakers Club, Fort Wayne District,  
Elected October 15th.

Mr. Leonard will be remembered by many as the phenomenal "kid salesman" from Pennsylvania. Ever since he has entered this territory he has been doing such a remarkable business that it has been said that he has a magic power.

He was a Pacemaker last year and we presume he will continue to register year after year if membership is merely a matter of amount of sales. We congratulate you accordingly, Mr. Leonard. You will make a splendid addition to Mr. Little's exhibits on "the fine art of salesmanship" at the convention.

◎ ◎ ◎

J. C. Ward will be the next of the Ward brothers to register as a Pacemaker, and his announcement is likely to appear in any of the next two or three issues.

We have a very interesting photograph, sent by Mr. R. H. Nelson, of the St. Louis District, showing two "Red Sentry" pumps, which he sold to two merchants located next door to each other, in a small town. Both of the outfits were sold in one day. This is the kind of work that makes Pacemakers.

**E. J. MURPHY,**

Member of Pacemakers Club, Toronto District,  
Elected October 17th.

We take pleasure in announcing another Toronto man, who was a Pacemaker last year and has proven himself a repeater.

Mr. Murphy came with the organization over six years ago, and has always been in the fore-ranks in record of sales. We are especially delighted to have Mr. Murphy register with us as it is evident that he intends to fulfill his promise made last year, at which time he stated that he will be with us at every convention hereafter. We hope, sir, that you will live many years among us and continue in your ways of well-doing.

◎ ◎ ◎

We are watching with much interest the advances made by R. F. Rich, of the San Francisco District, who is leaving no stones unturned to make the club. We wish him success.

The Toronto Office has a possibility of easily adding eleven more salesmen to their Pacemaker delegation. We hope they will succeed.





- 1—Los Angeles Salesmen and Office Force, 1225 South Olive Street, Los Angeles, California. C. P. Woodbury, D. A. Newcomer, F. E. Walters, O. E. Dustman, F. H. Olds, R. J. Coddington, J. M. Davis, Miss I. Roche, Miss E. Mundy, G. W. Bigelow. (Reading, left to right.)
- 2—Exterior View of Los Angeles Sales Office, under the San Francisco District, 1225 South Olive Street, Los Angeles, California.

LOS ANGELES SALE  
1225 S. Olive S

The above are views of one of the finest  
It is under the San Francisco Office and is in  
corps of ambitious and enthusiastic worker

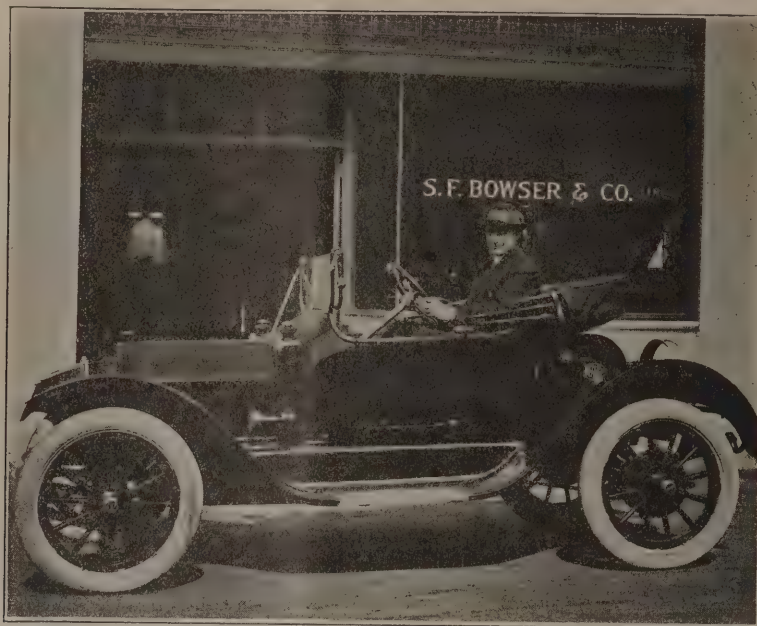




D OFFICE FORCE  
 Angeles Cal.

ices and force in the Bowser organization  
 f O. E. Dustman, who is assisted by a fine  
 re the pictures—NUF SED.

- 3—Los Angeles Salesmen and Office Force, 1225 South Olive Street, Los Angeles, California. D. A. Newcomer, Miss I. Roche, G. A. Merickel, Miss E. Mundy, J. M. Davis, O. E. Dustman, R. J. Coddington, F. H. Olds, C. P. Woodbury, F. E. Walters, G. W. Bigelow. (Reading, left to right.)
- 4—F. E. Walters, Los Angeles Office, Los Angeles salesman.
- 5—R. J. Coddington, Los Angeles Office, Los Angeles salesman.
- 6—F. H. Olds, Los Angeles Office, Los Angeles salesman.



G. A. MERICKEL, Salesman, Los Angeles, California.

Mr. Merickel did not get this car in time to have it in the group picture appearing on the preceding pages.

The above is a photograph of our Mr. G. A. Merickel in his new automobile.

Mr. Merickel is one of our most successful Pacific coast salesmen. He has just taken delivery of a new machine, and you can see by the smile on his face he is particularly well pleased.

Mr. Merickel travels under the Los Angeles Sales Office, and covers the store trade only in the County of Los Angeles. By referring to Mr. Merickel's sales record you will find that he is very successful with this line of trade. He has demonstrated that Cut No. 241 outfits and wheel tanks, which are a specialty with him, can be sold in large numbers to the store trade. Mr. Merickel will easily make membership in the Pacemakers' Club, and will be in Fort Wayne with the Los Angeles bunch at the annual meeting.

### ONCE UPON A TIME.

There was a salesman who had two good-sized pockets in his vest—one on one side, and one on t'other. In one pocket he carried a list of the prospects he had planned to call upon that day, and in the other a handy little memorandum book in which he recorded future calls and other sales items of importance. Gentlemen, it pays to make business notes that will enable you to keep close track of your business. It saves time and expense.

### NEWS FROM ACROSS THE BORDER.

Frank Thompson, of the Toronto factory, was a caller at the Boomer office this week, and we took the occasion to quiz him on Toronto's ambition for the cup.

So as not to excite suspicion and to make the interview painless we touched on a number of different subjects, first beginning with how general trade is conducted over there.

We learned that merchants over there do quite as well as merchants here without seeming to be in such a hurry. The average American is in such a hurry that when there isn't anything else to do they will sharpen their lead pencils—and do it as rapidly as a Bowser filter separates water from gasoline.

"But" he said, "the Canuck gets there, and after the smoke of the battle has cleared away you will find Toronto still holding the cup."

◎ ◎ ◎

Wallie Armstrong, of the Engineering Sales Department, who is now located at Pittsburgh, made a trip into the factory yesterday and was a caller at the Boomer Office.

He is our special filtration representative, and has some splendid propositions lined up, which if he is successful in closing before the first of the year will make him a candidate for the bronze tablet.

A large part of his work this year has been assisting other men, and as he didn't get settled in a territory of his own until late, this accounts for the fact that he has not yet registered as a Pacemaker. He is to be commended, however, on the good work he is doing.





THE McCLURE PLACE

## TWENTY YEARS WITH BOWSER & COMPANY.

Our Mr. Rosser Mc Clure rounded out his twentieth year in the services of the Company October 1. Mr. McClure came with us October 1, 1893, taking sales territory in Southern Indiana and Kentucky. He was successful from the very start and was soon included in the list of "old reliables."

During his service with the company he has traveled all over the United States as well as Canada. About 1902 he accompanied Mr. S. F. Bowser on a trip to Europe to introduce Bowser equipment to the English trade and establish a business there. We have letters of recommendation from the outfits sold at that time and the same equipments are still in use and giving good service.

Mr. McClure has not enjoyed the best of health during the last few years and found road work becoming rather too strenuous. The company, therefore, assigned him duties in the general office, which would give him regular hours and the comforts of his own home, which is located in the northern part of the city in a most beautiful location. The above picture does not do it justice, but Mr. McClure will be glad to show you around his grounds whenever you visit the home office.

We congratulate Mr. McClure on his twenty years of service and hope he lives many years to enjoy the fruits of his labors, while we enjoy his companionship.



A MANY-SIDE SALESMAN

Guy Wolford, of the Fort Wayne District, who was sent to the southern part of the State to look after company interests, came back in a few days with his pockets bulging with orders.

Mr. Wolford's physical contour is of large proportions, and no doubt the people in the southern part of the state thought he was a sextette from Bowsers. They can't be blamed for this belief in view of the fact that the Boomer reporter shapped his picture while in action and he made such quick moves for orders that he was caught in five different positions while making demonstrations all in one click of the camera. That's going some. Guy is a jolly good fellow and we hope you will have the pleasure of meeting him at the convention.



ROSSER McCLURE



# The Little Rock, Ark., Fire Dept. Proud of Their "Bowser"



Exterior view of building and Fire Apparatus "manned" for a call—Our two Little Rock representatives, Mr. Paul and Lawrence Witherspoon, appear on the extreme left, two Bowserites which seldom "get left."



Interior view of Little Rock Fire Department showing Bowser equipment—Little Rock is to be complimented on its very modern building and apparatus; you will note they are all motor driven vehicles; also observe the robust, stalwart, clean-cut force. That they are progressive is evident by the picture. Chief Hafer, who is leaning against the post near the Bowser pump, is to be commended for the fine showing. We secured the pictures through the courtesy of W. D. Alleman, special representative for Dallas.



Cleveland's first "Sentry" notes a remarkable period in the city's history.

It is very gratifying to note the welcome reception cities and towns are giving the installation of the "Red Sentry Outfits."

One of the latest instances of this nature is the city of Cleveland, which has indorsed the equipment and made its first installation last week. The above is a picture of the outfit which is installed in front of the Buckeye Implement & Supply Company.

The "sixth city" can thank Messrs. Potts and Hawkins for their tireless efforts in acquainting the fire chief and aldermen the advantages to the city of such installations.

In introducing the Red Sentry in one big city our salesman said he put it up to the council as follows:

"Every town should welcome the installation of a 'Red Sentry', as it is an equipment that reduces the fire hazard of the community. It is an admitted fact that when gasolene is introduced into a building the fire hazard is increased. The Red Sentry brings the handling of gasolene out of doors where any vapors that may arise are permitted to escape in open air without hazard or danger. Every progressive city will see the advantage of this and indorse and encourage the installation of this outfit."

We are pleased to add the city of Cleveland to the growing list of wide-awake towns which have recognized the advantage of this equipment and have decided in its adoption.

There are nearly fifteen hundred cities in the United States that have the "Red Sentry" for gasolene storage. These cities are scat-

tered throughout the country as follows:

12	Cities in	Alabama
20	" "	Arizona
14	" "	Arkansas
50	" "	California
11	" "	Colorado
8	" "	Connecticut
3	" "	Delaware
15	" "	Florida
44	" "	Georgia
5	" "	Idaho
70	" "	Illinois
31	" "	Indiana
112	" "	Iowa
38	" "	Kansas
10	" "	Kentucky
8	" "	Louisiana
51	" "	Maine
2	" "	Maryland
34	" "	Massachusetts
28	" "	Michigan
68	" "	Minnesota
21	" "	Mississippi
56	" "	Missouri
39	" "	Montana
31	" "	Nebraska
22	" "	New Hampshire
22	" "	New Jersey
1	" "	New Mexico
88	" "	New York
55	" "	North Carolina
50	" "	North Dakota
33	" "	Ohio
18	" "	Oklahoma
10	" "	Oregon
49	" "	Pennsylvania
2	" "	Rhode Island
33	" "	South Carolina
15	" "	South Dakota
19	" "	Tennessee
62	" "	Texas
3	" "	T. H.
8	" "	Utah
18	" "	Vermont
15	" "	Virginia
40	" "	Washington
4	" "	West Virginia
77	" "	Wisconsin
5	" "	Wyoming

• • •

How many new towns can you introduce the "Red Sentry" into the balance of the year?

Write the editor when you install the first "Red Sentry" in a town so we can publish additions to the above list. Iowa leads.

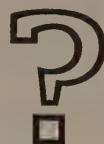


# STANDING OF FORTY HIGH MEN VOLUME OF BUSINESS

October 30, 1913

1—J. H. Armstrong	Engineering sales
2—M. C. Benham	Minneapolis
3—E. L. Milliron	Engineering Sales
4—W. V. Crandall	San Francisco
5—A. E. Moffat	Toronto
6—N. A. Ring	Albany
7—E. F. Klotz	San Francisco
8—G. W. Scott	Harrisburg
9—C. M. Carpenter	Albany
10—S. A. Collins	Albany
11—G. H. Reuben	San Francisco
12—A. E. Darling	Minneapolis
13—T. C. Potts	Fort Wayne
14—Lewis Smith	Albany
15—N. Paquette	Toronto
16—E. B. Bachman	Atlanta
17—R. T. Lawrence	Minneapolis
18—H. J. Jeavons	Toronto
19—F. H. Peepls	Harrisburg
20—H. Beique	Toronto
21—K. F. Hessenmueller	Fort Wayne
22—R. G. Fisher	Denver
23—H. A. Leonard	Chicago
24—F. E. Walters	San Francisco
25—R. H. Sherlock	Chicago
26—W. J. Magrane	Chicago
27—James Ward	Minneapolis
28—L. F. Loeffel	Atlanta
29—W. C. Smith	San Francisco
30—P. W. Lawther	Dallas
31—C. F. Comstock	Harrisburg
32—A. T. Stata	Fort Wayne
33—A. L. Casey	St. Louis
34—F. W. Deveraux	Albany
35—E. J. Murphy	Toronto
36—A. F. Todd	Atlanta
37—W. Y. Robertson	Toronto
38—A. G. Hartgen	Harrisburg
39—W. F. Eastman	Albany
40—J. M. Davis	San Francisco

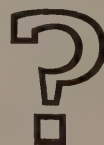
Armstrong still leads but there is only about \$2,000.00 difference between the standing of the next three. Then comes Moffatt only leading the next five by a difference of less than \$2,000.00. Wow! Who will the three be to land on the top.



*Did you look over the list of Bronze Tablet Cutters for the past three years as printed in the last issue?*

Check the names with the present list of "Forty High Men" and tell us who you think the Winners will be this year.

*Johnson and Rhodes were two dark horses last year. Will there be a dark horse in the race this year?*





## BRANCH OFFICE STANDING

October 30th, 1913—38th Week

SAN FRANCISCO

MINNEAPOLIS

ALBANY

TORONTO

DALLAS

DENVER

FORT WAYNE

ST. LOUIS

CHICAGO

ATLANTA

HARRISBURG

The bunch has turned the last quarter pole and are coming down the home stretch. San Francisco is still in the lead but the steam Minneapolis is putting on is simply wonderful. Albany is not far behind and they are planning one of the speediest finishes any office ever made.

Dallas has taken fourth place but only has two-fifts of one per cent. lead on Toronto. Denver has Fort Wayne cut out of sixth place and expects to overtake a few more offices before the close. St. Louis leads Chicago by less than one per cent. with Atlanta only three per cent. behind. Harrisburg is pulling up and its going to be an exciting race to see who will be last as well as first.

◎ ◎ ◎

We are quietly watching one of the prettiest of District Office races we have had the pleasure of noting for some time.

The plot is laid in the city of Chicago, and the heavy scenery is the Public and Private Garage lines. The three villains in the play are Messrs. Leonard, Magrane and Sherlock. At the present writing Leonard has the upper hand, but Sherlock is laying plans for his undoing, while Magrane is endeavoring to get a "toe-hold" on both of them and "floor" them just as the curtain on the last act is about to go down.

The Chicago audience is breathlessly awaiting the outcome, while the Fort Wayne crowd is looking on with considerable interest and the Bowser Band have their instruments to their lips ready to play "My Hero" to the victor.

There are only 47 points between these three Spartans. Watch for the outcome.

◎ ◎ ◎

We are pleased to note the nice business Mr. C. W. Egner, of the Dallas District, is securing and would certainly be glad to have him join the club. He is a "live wire" and is cultivating his territory in a splendid manner.

◎ ◎ ◎

We are anxiously watching W. W. Morris' Pacemaker points grow, hoping that we will soon have the pleasure of announcing him one of the Dallas delegates. Here's luck to you, Mr. Morris.

◎ ◎ ◎

We haven't heard from J. Milton Tucker lately, but can understand that this is due to the fact that he has been very busy qualifying for the club. You can look for him at the Convention.

◎ ◎ ◎

We had the pleasure of a visit from George H. Hastings, manager of the St. Louis District, (last week and took occasion to interview him in regard to the prominent part the St. Louis District expected to take in Pacemaker affairs. He immediately assured us that the "Show-me" State would easily have eight more Pacemakers than are now registered and would quite likely lead in the number of delegates present.

He further stated that he expected to easily lead Chicago, Harrisburg, Atlanta and Fort Wayne, and that modesty forbid him to mentioning what they expected to do to the others.

We would like to publish the names of the salesmen whom he stated would surely register in the club within the next few weeks, but in view of the fact that he will no doubt write these salesmen himself it is unnecessary to reproduce their names. Anyone interested, however, can get this information by addressing the editor.

In view of the fact that the race is near its close we feel justified in making his intentions known in order that other districts may be able to defend their titles and honor.

### INTERESTING LETTER FROM MANAGER SAVERCOOL.

In going thru some old files yesterday we noted some letters written by E. M. Savercool; written to salesmen when he was Eastern manager.

They were dated in 1907, the year in which you will remember there was considerable talk about "tight times" because of anti-trust legislation. Because of the present tariff talk we are reproducing one of Mr. Savercool's letters which we believe will be appreciated by our many readers. In part it reads as follows:

"We wish to impress on the minds of everyone of our representatives that inasmuch as we have a very large number of salesmen, all of whom are high-class men and who in the aggregate, during each day meet and talk with a very great number of merchants, manufacturers and individuals, it is very necessary for the general welfare of the country, business in general our firm, and yourself personally, that you be cheerful and optimistic and take a bright view of the future. Any man who goes about and states that "times are hard," or "things are going to the dogs," or "there will be no business this winter," is doing a positive injury to himself and to everyone with whom he comes in contact. As we all know, there has been considerable financial disturbance which has affected business to some extent and at such times salesmen can be of great benefit and help the situation materially by stating frankly that business is very good and in the near future will be even better.

"As a firm, we never were in better condition. We have large numbers of orders on hand in our factory, all of which we are filling as fast as possible. The majority of our men are doing a splendid business and we feel that it is the duty, and we earnestly request everyone who represents us in any capacity to put forth greater effort than ever before to secure a good substantial business, even tho it may require just at the present time a little more energy than usual. Positively, do not get discouraged or lie down and wait for times to get good. Each and everyone expects his remittance promptly and expects us to do our duty and we ask you, as good businessmen who represent us, to give us the very best there is in you. Renew your efforts to sell goods and get good orders. Make your time just as short as possible, and while it may require a little more thought and closer application to business to do this, keep your sales up to the average.

"No man ever sold an order by stating that times were bad and "I guess there is no use." We thank you for all the business you have given us and if for any reason your business is not up to the standard it should be, canvass yourself thoroughly, see wherein you are weak and apply the proper remedy. Always remember that to successfully sell goods requires fully as much study and thought and requires that one be as good a business man as anyone who is conducting or managing a mercantile or any other business.

"You may be interested in knowing that the so-called "panics" do not affect some of our salesmen. Yesterday I had a long distance telephone conversation with one of our salesmen who is sending in a splendid business. I asked him what were the conditions in his territory. Said he was too busy getting orders to learn. Asked him how the merchants talked. Said he did not let them talk about hard times, all he was talking about was "Bowser Tanks" and the necessity of their making an immediate purchase and thereby economize in their business by having better facilities to handle the oil without any loss whatever. The list might be extended. I mention these only to show that it depends more on the man with the sample-case than on the territory and conditions.

"I have heard salesmen in hotels, one ask the other "How is business?" the reply, "On the bum." "Haven't taken an order for four weeks. No use, going to lie around this hotel a while and save expenses." The same fellows inquired of me as to business. I told them it was "first-rate, getting an order or two all along down the line. Couldn't complain, working a little harder than usual." There were times when things looked a little "blue." I always figured according to the law of averages, that if I kept on going I was bound to get business.

"At that time, as at the present, Mr. Polhamus was managing the business and encouraging us, in fact, demanding that we by renewed effort get a paying and satisfactory business and Mr. S. F. Bowser was hustling around to get the money to send us to keep us going. You may rest assured that we had confidence in each other and we worked in harmony all along down the line from the President to the Office boy and if we had not done so, we would have all been selling something besides Bowser Tanks at this time.

E. M. SAVERCOOL.

NOTE—We will print the second page of the letter in our next issue.—Editor.



# The Bowser



# Boomer

Vol. VIII

November

7th. 1913

No. 31



## SEVEN WEEKS MORE

Shake off the little demons that are holding you back from getting into the Club. With a determined and fixed purpose in your mind to win and with energetic movements of the arms and limbs all "doubt" will be left behind. Snap the cords that retard your progress. Grab your grip in your good right fist and WIN!



**Remember;** Each new member to the club gets \$50.00 in gold and a trip to the factory with all traveling and hotel expenses paid. Those who join the club two years in succession will receive \$75.00

*Boys the time is getting short. Put forth  
your Best Efforts and join the Club*

Mr. Bedingfield's photograph was not received in time for publication in this issue but will appear in a later edition.

#### M. BEDINGFIELD

Member of Pacemakers' Club, Atlanta Dist.  
Elected Oct. 15, 1913.

We are pleased to report the election of Mr. Bedingfield of the Atlanta District, to membership in the Pacemakers' Club which occurred Oct. 15. Atlanta is beginning to occupy a prominent position in the race for the largest delegation at the convention. In any event the Dixie boys will be conspicuous for their numbers as well as other things.

Mr. Bedingfield has well earned the honor of being added to their list. We are now in the thick of a strenuous closing campaign and have insufficient time to mention all of the splendid achievements of Mr. Bedingfield's sales work during the year but intend to have him tell us about them during the convention. Our heartiest congratulations are yours, Mr. Bedingfield, and we all look forward to the pleasure of meeting you at the convention.

#### BRANCH OFFICE STANDING

Novemeer 1, 1913, 43rd Week

SAN FRANCISCO

MINNEAPOLIS

ALBANY

DALLAS

TORONTO

DENVER

FORT WAYNE

ST. LOUIS

CHICAGO

ATLANTA

HARRISBURG

San Francisco still leads. Toronto is making a fast finish and so is Minneapolis and Albany. Other offices are gaining and who will take the cup is still a question even if Mr. Savercool does think he has it "Cinched."



**T. G. DABNEY,**  
Pacemaker, Dallas District.

The above is a reproduction of a photograph of Mr. Dabney, whose announcement as a Pacemaker appeared in a recent issue. We did not have the photograph in time to accompany the announcement however, and in order that all of his Pacemaker Friends may learn to know him by sight, we are reproducing the above.

Mr. Dabney is a progressive Bowserite and we look forward with pleasure to meeting him at the Convention.

#### **A TIP FROM JOHNSON.**

Referring to business: Business is good, territories under San Francisco office are all covered, and the men are all getting business. We are going to land the cup and send a very large delegation to Fort Wayne as Pacemakers. At the same time wish Mr. Murray all kinds of success, but advise him to put on a little more steam, and do his best to nose us out on the finish, and if he can, rest assured we will heartily congratulate him on his success in the outcome.

#### **A WORD FROM OUR DARLING MINNEAPOLIS DISTRICT DIRECTOR.**

Minneapolis, Minn., Oct. 31, 1913.

Dear Editor:

In reply to yours of the 29th, am glad to say I received the Pacemakers' stationery, which looks very nice, especially to me to see my name at the head of the Directors. The only thing I regret is that I was not an hour earlier, which would place me Treasurer instead of Mr. Matthews.

I am glad to know that business is exceptionally good this year and think we are going to have such a large delegation, as you stated you thought there would be one hundred delegates at the Convention, but if each district will bring as many delegates as the Minneapolis District, you want to make room for one hundred and seventy-five instead of one hundred, as we are going to have, without a doubt, eighteen representatives from this district.

Now, if any of the Directors think they are going to slip anything over on the Minneapolis District and beat us in number, they better get busy, as we have had the largest delegation for two years and don't intend to lose out this year. If you don't think we have some live ones, just take a look at our Mr. L. F. Greer, Jr., who is in the dry country rolling in about one hundred and seventy-five points per month.

It is getting rather cold up here, which gives our force extra vitality to swing in the business. Watch us come.

Yours very truly,

A. E. DARLING, Director.

**YOU** men with red blood in your veins, rally to the support of your Director and District Manager and determine to win. Its a call to arms. Make it a bully brave old record breaking battle to the last ditch. **WIN!**

### A LETTER FROM ELBURTUS.

We were favored with a visit from Elbert Hubbard of East Aurora, the editor of The Era and The Philistine magazines, and he was taken all through the plant.

The occasion of Mr. Hubbard's being in Fort Wayne was to give an address before the Quest Club of this city.

Mr. Hubbard was greatly impressed with our plant and organization, and was particularly interested because he is a Bowser user. Upon his return home after his visit he wrote us a letter of thanks for the courtesy extended to him while here which we are reproducing below:

October 13, 1913.

Bowser & Company,  
Fort Wayne, Ind.

Gentlemen:

First let me thank you for the very delightful little journey to the House of Bowser.

I was impressed to see the extent of your plant and the completeness of your product. I believe that I can write a story good natured, instructive and interesting on what I saw there.

With love and blessings to all of the Bowserites, I am,

Sincerely yours,

ELBERT HUBBARD.

We reproduce the foregoing to illustrate to our readers the fact that the world really appreciates the Bowser product. Mr. Hubbard travels about the country a great deal and sees many manufacturing plants and analyzes many products. A compliment such as the above is worthy of note and might help your prospects to get a conception of the "House of Bowser" through Elbert Hubbard's remarks in his letter.

**MAKE** the next  
seven weeks count  
and register in the Club.

This is an Ad appearing in  
Vermont newspapers

We Have Installed a

**BOWSER**

Pump for Handling  
Gasolene

This pump accurately measures  
as well as thoroughly filters the  
gasolene.

You are buying a FILTERED  
GASOLENE when you buy of us.

We hope to have your order  
for your auto gasolene as well as  
to fill your tanks for gas engines.

*Always for the Best*

The Progressive Store of Randolph

Half Century Store Co.

Randolph, Vermont

This merchant does a general store business and the installation of a Bowser proves it is a progressive store of Randolph, Vermont. The equipment installed is one 5-Bbl., Cut 41, complete, sold by Clarence M. Carpenter, Director of Albany.



# STANDING OF FORTY HIGH MEN VOLUME OF BUSINESS

November 4, 1913.

## SALESMEN

## OFFICE

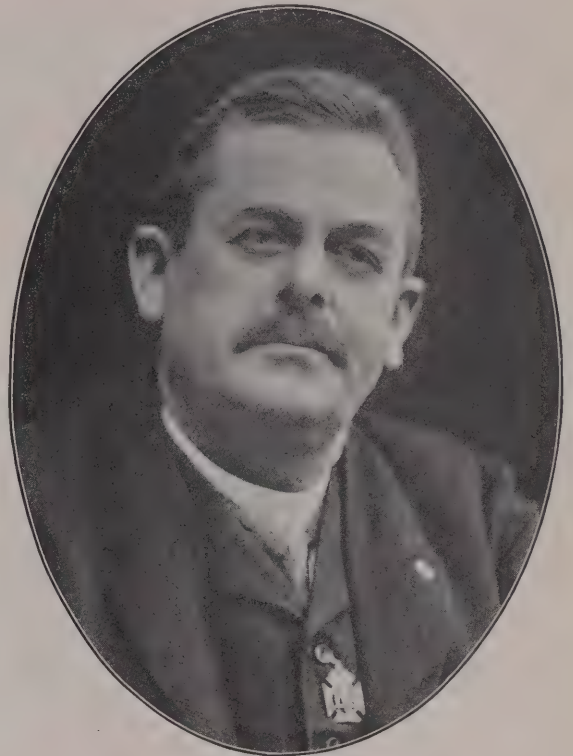
1—J. H. Armstrong	.....	Engineering Sales
2—M. C. Benham	.....	Minneapolis
3—E. L. Milliron	.....	Engineering Sales
4—W. V. Crandall	.....	San Francisco
5—A. E. Moffat	.....	Toronto
6—N. A. Ring	.....	Albany
7—G. W. Scott	.....	Harrisburg
8—E. F. Klotz	.....	San Francisco
9—C. M. Carpenter	.....	Albany
10—S. A. Collins	.....	Albany
11—G. H. Reuben	.....	San Francisco
12—A. E. Darling	.....	Minneapolis
13—T. C. Potts	.....	Fort Wayne
14—Lewis Smith	.....	Albany
15—N. Paquette	.....	Toronto
16—E. B. Bachman	.....	Atlanta
17—R. T. Lawrence	.....	Minneapolis
18—H. J. Jeavons	.....	Toronto
19—F. H. Peeples	.....	Harrisburg
20—H. Beique	.....	Toronto
21—K. F. Hessenmueller	.....	Fort Wayne
22—R. G. Fisher	.....	Denver
23—H. A. Leonard	.....	Chicago
24—F. E. Walters	.....	San Francisco
25—R. H. Sherlick	.....	Chicago
26—W. J. Magrane	.....	Chicago
27—James Ward	.....	Minneapolis
28—L. F. Loeffel	.....	Atlanta
29—W. C. Smith	.....	San Francisco
30—P. W. Lawther	.....	Dallas
31—C. F. Comstock	.....	Harrisburg
32—A. T. Stata	.....	Fort Wayne
33—A. L. Casey	.....	St. Louis
34—F. W. Deveraux	.....	Albany
35—E. J. Murphy	.....	Toronto
36—A. F. Todd	.....	Atlanta
37—W. Y. Robertson	.....	Toronto
38—W. F. Eastman	.....	Albany
39—A. G. Hartgen	.....	Harrisburg
40—R. Coddington	.....	Denver

## HERE ARE THE FORTY HIGH MEN.

Gentlemen, strive to get into this class. We know it means work which requires dauntless courage and patience which only enthusiasm can maintain. We know the trials and troubles that meet you; but be strong, stand firm and you will win.

It depends entirely upon your efforts and their results. Your friends expect and look for you here, and rejoice when your name appears. It means you are more than ordinarily successful and all the world loves a winner. How they revise the tariff is not so important to you if you are in this list, for it not only

means to be a leader but also conveys with it more commissions and a bigger bank account. Will you be there next time?



R. E. AIKEN,  
Omaha District.

Mr. Aiken is the man who has charge of the important work of modernizing Omaha's oil and gasoline storage methods. In other words, he is Bowserizing Omaha.

We are pleased to report his success and to give you a little insight as to the reason he is so successful, perhaps the following extract from one of his letters will suffice:

"The harder the job, perhaps the slower results come, but if one will only grit his teeth and repeat the following old epigram:

'Pluck wins, it always wins though days  
be slow and nights be dark,  
'Twixt those that come and go, still  
Pluck will win.

Its average is sure, he gains the prize, who  
can the most endure,

Who faces issue, who never shirks, who  
waits and watches and always works.'

With these lines in your mind one cannot lose out for as I take it the real difference between men is energy, ambition and enthusiasm for a strong arm and subtle purpose coupled with invincible determination can, as a rule, accomplish almost anything and in this lies the difference between success and failure."

# The Pacemaker Directors Who's District Will Ha HERE T



A. E. DARLING  
MINNEAPOLIS



A. E. MOFFATT  
TORONTO



E. B. BACHMAN  
ATLANTA



C. M. CARPEN-  
TER, ALBANY



P. W. LAWATHER  
DALLAS



T. C. POTT  
FORT WAY

Minneapolis Leads — Toronto Is Second  
Dallas Is Fourth — San Francisco, Fort  
Then There Is St. Louis, Chicago, Denver

Any day may change these Standings—Any

Boys! Rally 'round your Directors and District  
your Districts Delegation. Recognize the big opportunity  
for Success. To finish the year a Pacemaker—Means

# re In A Big Contest To See The Largest Delegation EY ARE



H. REUBEN  
SAN FRANCISCO



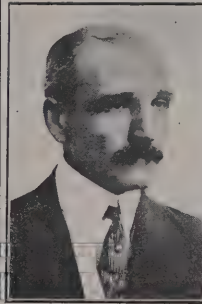
G. W. SCOTT  
HARRISBURG



F. L. JONES  
CHICAGO



A. L. CASEY  
ST. LOUIS



E. L. MILLIRON  
ENG. SALES



R. G. FISHER  
DENVER

— Atlanta and Albany Are Tie for Third  
ayne and Harrisburg Are Tie for Fifth Place  
the Eng. Sales Still to be Reckoned With

may put the Last, First and the First, Last.

agers. Determine to become a Pacemaker and swell  
that are before you. Realize that you are in a big race  
Win!



## A Few Words of Advice from N. L. Roberts to New Men

Mr. N. L. Roberts is well qualified to talk on the subject of Salesmanship as he has been with us a number of years serving in various capacities. We know our readers will appreciate the following article:



Mr. Roberts in Lake Park, Milwaukee

Friend Editor:

Having been called upon on several occasions to write a selling talk, am loath to do so owing to the fact that a fixed selling talk is not applicable to all occasions.

The writer much prefers confining his talk to the young salesman.

First, of all, know your line. Do not fail to familiarize yourself with each and every outfit belonging to that line which you are called upon to sell. If you are selling the public and private garage line exclusively, first study only those outfits pertaining to that line until you become thoroughly familiar with each and every outfit, how each part entering into its construction is made, its function, etc.; fix each part of that outfit in your mind's eye and then clothe in the proper language, your demonstration of that particular part.

Having properly acquainted yourself with all the public and private garage outfits, then take up the study of outfits belonging to the other lines such as kerosene, paint oils, etc., and go after a knowledge of these with the same zeal and fidelity that characterized your efforts in mastering garage equipments.

In short, acquaint yourself with your line and do not consider yourself a graduate until the G. A. B. looks upon you as authority. Remember that you are starting out as a student with the line. Always remain a student by standing ready and willing at all times to grasp and hold fast to every good point which will assist you in your business. Glean as much knowledge as possible of the different liquids your outfits are called upon to handle.

Before starting into your territory be sure to have your bulletins so arranged that you in-

stantly turn to the required Cut number. Lack of system in this respect has oftentimes caused the loss of a sale. A busy prospect trying to find some excuse for getting away from you, has a splendid opportunity offered to him while you are leafing through your Book of Bulletins trying to find the Cut Number in question. While no two salesmen arrange their Bulletins in the same manner, the writer finds the following method to be a very good one: Presuming that you are handling the garage line, arrange your Bulletins in the following manner: Cut 241—39—41—242—125—128—47—116—97—Type C Tanks, after which follow with all the accessories pertaining to that line, after which, index each Bulletin, marking thereon the Cut Number.

This enables you to demonstrate a particular pump together with all accessories by turning instantly back and forth from one cut number to another without breaking your line of talk, thus holding your prospect's undivided attention and at the same time demonstrate to him the fact that you are systematic and master of the situation.

Except in rare cases, the writer has found it to be good policy to start the demonstration on the higher priced equipments, thus giving a leeway in case the prospect cuts you short by informing you of the fact that he can purchase an outfit for less money that will take care of his requirements. You then have a come-back by informing him that because S. F. BOWSER & CO. manufacture the higher grade outfits is no reason why he should bypass us and go elsewhere to purchase a lower-priced outfit, that we manufacture all styles, the prices of which are consistent with quality and then go down your scale of outfits until you have found that which appeals to him. In the above method extreme caution must be exercised, and you must be your own judge as to whether he is only using his argument as a lever with which to pry down your prices.

Never fail to keep a complete record of live prospects in your territory as it means money both to you and to your company. Never trust to memory the keeping of this list. Provide yourself with a book for the purpose (pocket size). On front pages write in alphabetical order, prospect's name and opposite, the page number. Under page number write prospect's name and address, date last call, cut number, and capacity that he is interested in, prices quoted, if any, and date next call. Be sure to follow up your next call as closely as possible, for it is a recognized fact that as soon as you lose interest in the prospect, he loses interest in you and your firm.

Too much cannot be said in favor of sending to your company daily, full and complete reports of all calls, including quotations, if any.

Do not lose sight of the fact that your company is interested in your welfare and stands ready and willing at all times to help you over the rough places, but must have your co-operation, and that co-operation lies in the prompt receipt of all reports. Your prospect may for certain reasons (which we will leave you to guess) deem it advisable to bye-pass you and take up the proposition direct with the company, then your reports on file will assist the company in determining just how far you had gone into the matter with him, thus preventing any cross-wiring.

See to it that your working model is kept clean and in perfect working order at all times, that your bulletins and price sheets do not bear thumb marks, and should they become soiled, see to it that they are replaced at once by new ones. Cleanliness is one of your talking points, so be sure to practice what you preach.

On approaching your prospect's place of business be observing. Gather all data you can which will be of value to you in driving the sale. Should the prospect see you coming and manage to place his clerk between himself and you, do not ignore that clerk. He may prove to be your best friend, so be courteous to him. You can obtain from him all the data you need such as different oils handled, quantities sold, method of storage, etc. Thus armed, approach your prospect in a bold, fearless, and business-like manner and show to him by your every action that you are representing one of the grandest concerns in the country, therefore quite an honor to him to have you there; and should he show the least inclination to shake hands with you, be sure to meet him more than half way. Do not, however, fall over baskets of merchandise or try to pull his hand from behind his back, or out of his pocket to shake it. He knows full well that you have not driven twelve miles in the face of a blinding snow-storm merely for the purpose of grasping the hand of one whom you have never met, and to inquire into his state of health. While the writer considers courtesy one of the grandest attributes of mankind, bear in mind the fact there is a dividing line between courtesy and hypocrisy, therefore clothe yourself with all the courtesy possible but be sure that you do not carry it beyond the border line of hypocrisy. He knows full well that you are there on some sort of a business proposition, and might just as well get busy. Do not introduce yourself and try to give a half-hearted demonstration of your working model without drawing your breath. Remain cool, calm and collected. Do not become excited for if you do, you excite your prospect. Take your time to it as your talk is then more interesting to him. Make your demonstration in a strong positive tone, as a weak, vacillating voice accomplishes nothing. Keep your eyes glued, not on your model (you

can look at that some other time), but on your prospect, as you are talking to your prospect and not to your model. Watch his symptoms very closely during the demonstration of each part and the moment you see that a certain feature of the outfit appeals to him, stop right there and dwell on that particular part for if you should take him past that which appeals to him, his desire might cool.

Do not start out by doing all the talking. Draw him on as in this manner he might drop a hint which would assist you in the furthering of your desire. Should you permit him to spend all his time in thought, he might be spending that time in negation. Do not argue with him as there are plenty of other methods. Plan to lead him in a manner in which he does not know that he is being led, but never attempt to drive. Hold in reserve a goodly supply of your better selling points until the last for you may need them. Talk only that outfit best adapted to his requirements and one that is suitable to his store. Do not give him an opportunity of building a store to suit your outfit, as you want that order now. In other words do not start out by working to fever heat, his desire for a Cut 1 or a Cut 115 outfit and then have him politely inform you of the fact that he has no basement but that next year he intends erecting a basement building to suit our outfit. You might not get that order today.

Refrain from quoting your price first and then attempt to demonstrate as price might be ringing in his ears to that extent that he does not hear one word you say. Merely tell him that the price is the smallest part of the equipment, etc., then proceed with your demonstration and when the proper time arrives for quoting, be very careful as to how you clothe your language, as this is the critical moment, so let your manner and language prove to him that you DO have confidence in your own prices. Never say to him, "Mr. Jones, I will make you that outfit for \$100.00." Instead, say to him, "Mr. Jones, that outfit will cost you \$100.00."

Do not fall into the fatal habit of becoming so enthused in the sale of an equipment to handle a certain liquid as to omit ascertaining whether or not that buyer's requirements have been completely filled. He may also handle lubricating oils, etc., but it is not up to him to volunteer the information. He considers that it is a part of your business as a salesman to find out this information. You have raised his desire to its zenith when you sold him that gasoline outfit. Keep it there until you have sold him that lubricating outfit, if it is in your power to do so.

Except in extreme cases, the writer has never found it good policy to close up his case and leave the store before the ink is dry on the buyer's signature. Prove to him that you are interested in his welfare beyond the sale by explaining to him the proper method of installation, etc., as you are, or should be, just as anxious as he is to have the outfit work properly. Do everything in your power to make every buyer a Bowser Booster as it is (with all due respect to the editor) a far better medium of advertising than printer's ink.

In conclusion desire to say that should the above hints assist any new salesman in the sale of but one outfit then we shall feel as though our feeble efforts have not been in vain.

Yours fore business, N. L. ROBERTS.



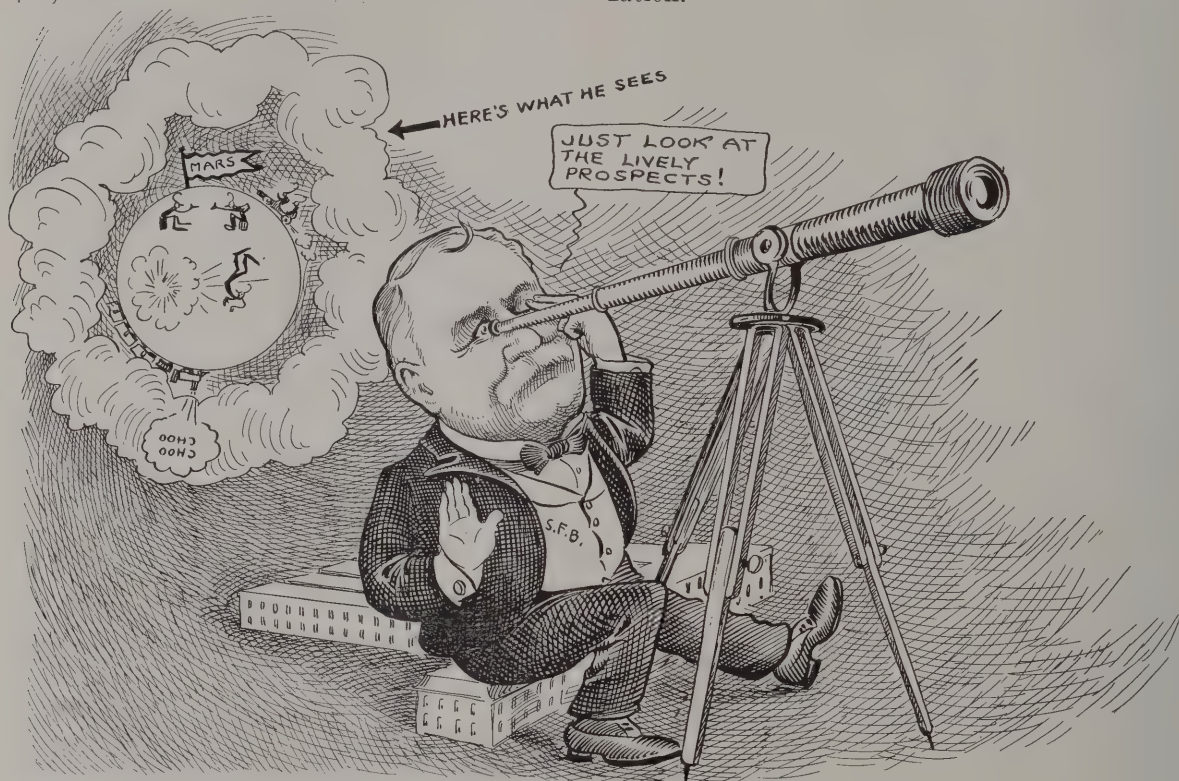
## That Bunch of Birthday Orders

It is remarkable how the entire Bowser Sales Organization made themselves evident in all parts of the world on September 5th when celebrating the Company's 28th Birthday Anniversary.

Special Birthday Order Blanks came fluttering in from all directions and we are pleased to report the number of orders totaled 340, while the amount of business that day totaled \$55,269.74.

This huge bunch of orders, which will make a book three inches thick, will be suitably bound and presented to President S. F. Bowser as a token of our salesmen's esteem and a commemoration of the Company's 28th Anniversary.

It will be a pleasure to show this book of Birthday Orders to visitors as an evidence of the great co-operation of the Bowser Organization.



### A Present for Mr. Bowser on his Business Birthday

Not all of President Bowser's friends know that he has recently taken a great interest in astronomy. His interest may have been roused in this great study by interesting talks on the subject with our Frank Mulligan, who has made it his hobby for years and is quite a student of this science. At his home he has an immense telescope where he observes the movements of the moon and stars when he is not busily engaged at the Bowser Plant.

Mr. Mulligan noting Mr. Bowser's interest in astronomy decided to make him a little present, which he decided would be a telescope.

Mr. Mulligan is an expert in working metals and proposed to construct the instrument himself. He intended to make every part of it with the exception of the lens and in order

to secure a good lens he asked Mr. Bowser if he would not purchase one according to his directions in Paris as Mr. Bowser was about to make a trip to Europe. This, you will recall, was about a year ago. When Mr. Bowser purchased the lens in Paris, he had no idea it was to be in a telescope for himself, but that's where the lens found its present home, which incident adds to the value of the present to Mr. Bowser.

After nearly two years' work on this telescope, Mr. Mulligan completed it on September 5th, the Company's 28th Birthday Anniversary and it was decided to present it to Mr. Bowser on that day. The telescope was mounted in Mr. Dunkelberg's office and the Department Managers were called in. Mr. Bowser was then sent for and in a very appro-



priate speech, Mr. Dunkelberg presented the telescope to Mr. Bowser on behalf of Frank Mulligan.

Mr. Bowser sincerely thanked Mr. Mulligan for the splendid present and said that he would not only use it for pleasure but could use it very nicely in the business looking for new prospects for business on new planets.

We might give a tip to our salesmen that they had better keep busy on their territory for Mr. Bowser might turn his telescope in their direction some time and could tell just what they were doing.

The BOOMER Cartoonist made a sketch of his conception of Mr. Bowser trying the telescope.

\* \* \* \*

### OUR INVENTORS.

Perhaps all of our salesmen do not know that we maintain an Invention Department, which is continually endeavoring to add to the value of BOWSER products and increase their usefulness.



FRANK MULLIGAN.

Mr. Frank Mulligan specializes on BOWSER Pipe Line Registering Measures. Mr. Allen A. Bowser specializes on Self-measuring Hand Pumps. Mr. W. L. Morris specializes on Filtration Equipment. These three experts also have a corps of assistants or understudies under their direction.

We regret to report the serious illness just at this time of Mr. Mulligan, who has been confined to his home for several days. We hope, however, that he will soon be in good health and return to his desk. The above picture was taken while he was engaged on a counting device for a registering measure.



W. L. MORRIS.

Our Invention Department seems to be particularly unfortunate just at this time as Mr. Morris' wife has been in the hospital and recently underwent an operation. It has caused Mr. Morris' absence from the office for several days, but we are glad to report that Mrs. Morris is better and W. L. is back on the job.

The above photograph is a characteristic pose of Mr. Morris giving out some filtration advice to an eager inquirer.



ALLEN A. BOWSER.

No doubt, all of the salesmen who have visited the factory know A. A. Bowser, who is always glad to meet the boys and talk over any mechanical features of BOWSER equipment.

## The Second Page of Mr. Savercool's Interesting Letter to the Men in 1907 when he was Eastern Manager

I remember later of traveling in Mississippi, in the midst of the Bryan Campaign when "free silver" talk was hurting business to a great extent throughout the whole country. The first question I got when I went into a plantation store in that territory, "How is 'free silver, up your way?" I courteously advised the man, whom I hoped and was obliged to sell, that I was not selling "free silver," was only a traveling man selling Oil Tanks. That was my business and I could tell him where he could make money by buying my goods but I did not know a thing in the world about "free silver." At that time cotton was selling at 4¼-cents a pound, costing 5½-cents and 6-cents to produce. An average plantation store handled six barrels of oil a year. A dealer who had a very large business in oil would sometimes advise me that he handled as much as twelve barrels a year. That man was a sure thing for a sale of two tanks, as he handled "white man's and nigger's oil."

I can remember having been sent by Mr. Polhamus to Iowa and a portion of Nebraska when during the season there had been no rain and the corn, on which the people depended practically, was entirely burned up by heat and the record shows that we got orders for the reason that I stayed in the territory for some time and could not have stayed unless I had secured some business.

My memory carries me back to the time when traveling in Kansas in a section where corn was the only money crop and it was sold for 17-cents a bushel, f. o. b. cars at shipping point, not a very cheerful outlook for a specialty salesman.

I have in the old days, under adverse conditions with nothing to sell but Kerosene Outfits, sold as many as eleven different merchants in one day and at other times I remember having gone as much as two weeks without having made a sale, always endeavoring, however, to have the month average up all right.

Referring to confidence and courage, I was in a little town in Iowa, years ago. At that time our factory was built entirely of wood. I picked up a Chicago paper and on the first page read as follows:

"Bowser Oil Tank Works at Fort Wayne entirely consumed by fire.  
Insurance nominal."

I went back into the hotel and wired Fort Wayne as follows:

"See Works destroyed. What shall I do?"

A little later got an answer from Mr. Polhamus:

"Keep on going. We need orders, will fill in six weeks"

I did not question any more but kept on going and selling goods. I knew I needed the job and the firm needed the money. You will be interested in knowing that all that was left was the vault, with some widely scattered book accounts and a little money from the Insurance Company and a determined lot of men at Fort Wayne as well as salesmen on the road, and everybody said "WE WILL." Think it over, the conditions now, the greatly improved line to sell, the country rich, commissions much greater, the firm solid as a rock, high class advertising matter, the same men now at Fort Wayne with lots of strong men associated with them besides. Several of the older salesmen still with the Company, as well as the writer, in the years past have ridden in Pullman cars, driven hundreds of miles away from the railroads, rode a blind mule in Arkansas, walked up mountain trails in Tennessee, wallowed in snow drifts as far north as a white man goes in Northern Canada, worked the lower Mississippi in a row-boat and reached points on the Florida Coast in a sail-boat and all we had to offer was "Bowser" Tanks. Are not your conditions better and the chances of success at this time much greater?

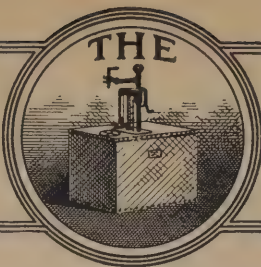
I could continue indefinitely to give you experiences, both East and West, which were certainly disheartening and which required extreme courage in order to overcome difficulties at the time. My own experience has been duplicated by a large number of salesmen, the "old guard," or the oldest men in the employ of S. F. Bowser & Company, many of whom have been with us from twelve to twenty years and have had like experiences and probably overcame even greater difficulties and must have succeeded, otherwise they would not be classed with our best salesmen at this time.

I feel that we in the East at this time are not getting all the business which we should. I personally request, on behalf of the firm and in the name of our General Manager, and for the interest of the New York and Boston Offices, that you resolve to "get busy," very busy and employ your talents to such an advantage that you will individually largely increase your sales and you will find us appreciative and ready to back you up to the best of our ability.

E. M. SAVERCOOL.



# BOWSER



# BOOMER

Vol. VIII

November 15th, 1913

No. 32

## The Officers of the Club Want You In



M. C. BENHAM  
President



W. V. CRANDALL  
Vice-President



N. A. RING  
Secretary




R. L. MATTHEWS  
Treasurer



# WAKE-UP!! Le

## Only Six Weeks Le

OU still have before you  
in gold and the *Trip to t*  
—if you but act. The oppo  
minute, you'll have to grab it  
Break into the firing-line. C  
with hard work are the Masc  
track of the clock, now, inst  
mines your bank account, r  
your by-word and sell-word  
and confidence dig in for the

# You Over-Sleep. to Get Into the Club

*Possibilities.* The *Fifty Dollars*  
*factory* is still within your grasp  
ity is shooting by, a mile a  
it flies. Don't let it get past.  
nism and enthusiasm coupled  
that will put you over. Keep  
of the calendar. Time deter-  
tes count dollars. *SPEED* is  
With energy **WIN!**  
*six weeks* and—



THE BOWSER BOOMER



A. E. Moffat, Toronto



R. G. Fisher, Denver



A. E. Darling, Minneapolis



T. C. Potts, Fort Wayne



E. L. Milliron, Eng. Sales

Rally 'round  
your Directors  
Boys!!



A. L. Casey, St. Louis



F. L. Jones, Chicago

Join the Club and  
make Your District  
Manager proud of  
his delegation.



G. H. Reuben,  
San Francisco



P. W. Lawther, Dallas



C. M. Carpenter, Albany



E. B. Bachman, Atlanta



G. W. Scott, Harrisburg

BOWSER



BOOMER

Vol. VIII

November 22nd, 1913

No. 33

LINCOLN  
L  
HIGHWAY

# The Great Lincoln National Highway Officially Dedicated

On October 31, 1913, immense bonfires all along the route of the Great Lincoln National Highway from New York to San Francisco marked its official dedication.

With enthusiasm unloosed autoists in all cities, which are fortunate enough to be on this Highway, traversed the route on that night in participation of the event. Farmers every few hundred feet did their part in superintending the blaze of bonfires. Homes along the Highway were decorated and families greeted the procession as it passed.

Fort Wayne did its share to put the Highway on the map and Bowserites aided in the activities. Each county seat through which the Highway traverses delegated squads or processions to go in opposite directions to the county line. In this manner the Highway was dedicated by a continuous line of autos from the Atlantic to the Pacific and if one could have been in an airship with a powerful search light enabling them to see the entire Highway, it would look like one solid auto parade.

This event has a vast significance to America and the completed Highway will prove one of the most valuable projects to traffic the country has ever enjoyed. It will fulfill a national need developed by the use of the commercial and pleasure motor vehicle. It will be a band that unites traffic and country life to city commercialism.

The Great Highway will be complete with subsidiary roads drawing from the inland country of all parts of the United States. In these days of vast achievements in construction, the work of building the road will be completed before many people will realize that it is an actuality rather than a dream. Road construction is in progress now in many sections and when this is realized together with the road that is already established, the completion of the Highway will take but a short time.

Thirteen states will be traversed by this great route, which has been definitely announced in a proclamation issued from the National Offices of the Lincoln Highway Association, which is located in Detroit.

The states, which will be crossed are New York, New Jersey, Pennsylvania, Ohio, Indiana, Illinois, Iowa, Nebraska, Wyoming, Colorado, Utah, Nevada and California.

The principal cities through which the Highway passes, starting from New York City, are Jersey City, Newark, Trenton, Philadelphia then west to Pittsburgh through the northern section of Ohio to Fort Wayne, Ind., (the home of the Red Sentry), South Bend, Chicago, Joliet, Rochelle, Sterling and other small towns in Illinois until it reaches Clinton, Iowa, and from there it passes through Council Bluffs and through Omaha, goes to Denver and then north to Cheyenne, then west through Green River and Evanston to Salt Lake City. From there it finds its way to Tipson's Ranch and Reno and then goes to Lake Tahoe, California, finally ending on the Pacific Seaboard at Oakland and San Francisco, California.



# The Lincoln Highway

## Its Ideals, Plans and Purposes



Radiator Emblem

(Reproduction is exact size---six inches wide)

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Working Organization and Plan for Raising Funds.

Intended Use of Funds.

Directors, State Consuls and Patriotic Contributors.

Subscription Blank.

General Map of The Lincoln Highway With Feeders and Natural Tributaries.

Letter of the President of the United States.

## The Lincoln Highway Association

Detroit, Michigan

October 1, 1913

Copyrighted October, 1913  
By the Lincoln Highway Association

WOODROW WILSON

## FEDERAL NATIONAL BANK

WASHINGTON, D. C. *11 Sept.* 1913 No. 289

PAY TO THE ORDER OF

*Henry B. Joy*

DOLLARS

*Five**Woodrow Wilson*

No 1

THIS CERTIFIES THAT

WOODROW WILSON

OF

WASHINGTON, D. C.

HAS CONTRIBUTED FIVE DOLLARS

TO

THE

LINCOLN



HIGHWAY

ASSOCIATION

## OBJECT:

TO IMMEDIATELY PROMOTE AND PROCURE THE ESTABLISHMENT OF A CONTINUOUS IMPROVED HIGHWAY FROM THE ATLANTIC TO THE PACIFIC, OPEN TO LAWFUL TRAFFIC OF ALL DESCRIPTIONS WITHOUT TOLL CHARGES, AND TO BE OF CONCRETE WHEREVER PRACTICABLE. THIS HIGHWAY IS TO BE KNOWN, IN MEMORY OF ABRAHAM LINCOLN, AS "THE LINCOLN HIGHWAY."

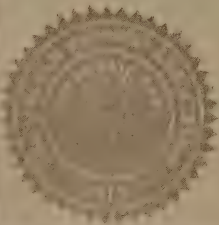
NATIONAL HEADQUARTERS, DETROIT, MICHIGAN, DATED July 29, 1913

*A. R. Pardington*

SECRETARY.

*Le B. Joy*

PRESIDENT.



# The Address to the Conference of Governors

At Colorado Springs, Colorado, on Tuesday,  
August 26, 1913, on

## The Lincoln Highway

WITH the authority to plan and the power to execute of the great Napoleon, the Lincoln Way might be creditably planned and executed with dispatch from the beginning.

Many cities want it to pass their way. Many counties seek that it traverse them, and even great States press for the benefits which will accrue from its passing through.

The idealists who have energetically pressed forward the great project of a Lincoln Highway from coast to coast have accomplished wonders towards crystallizing a nation-wide demand for the consummation of such a great and desirable project.

A committee of these idealists, after energetically and at their own personal expense pressing the propaganda to national fame and interest, decided to increase the force behind their efforts, enlist the financial aid of others, and thus develop a stronger public interest and support of the work.

After much deliberation, they decided to centralize and organize with headquarters at a convenient center. Some of those whose counsel and enlistment in the work they sought, were at first unbelievers—scoffers at such a colossal and impossible undertaking.

Be it noted that each and every one approached to aid in forming the permanent Association, after careful investigation of the merits and possibilities of the project, enlisted in incorporating under the laws of Michigan "The Lincoln Highway Association" with headquarters at Detroit. The name received finally, out of scores suggested, the unanimous approval of all.

The Association then set out to get the consent of all trans-continental highway organizations to the use of the name "Lincoln Highway." This was willingly conceded in a broad spirit, with promises of co-operation and pledges of active support towards whatever might be the trend of the studies and investigations as to route.

Route investigations began. All data was studied. Climatic conditions considered. Routes possible and impossible were traveled and details carefully noted as bearing on the ultimate decision which The Lincoln Highway Association was organized to make, as to what route would in its judgment be the most practicable to become the great Lincoln Memorial Highway.

The Lincoln Way so selected, if done wisely, will become great.

None know better than those who will assume to select the route that it is not done with Napoleonic authority or power.

The force behind the decision will be only the wisdom of it, which it is hoped will give the selection of route the force, because it is

believed that the route of the "Lincoln Way," wisely chosen will have behind it the patriotic force of the whole people.

The appeals of sections have been heard. The arguments of all interests have been and are being weighed.

Shall the Lincoln Way be marked on the map from large city to city? Shall it be from point of interest to point of interest?

Shall it be a highway from New York to San Francisco, as direct as practicable considering the limitations by Nature in the topography of the country?

See America first!

With all our force we endorse that sentiment! But a trans-continental highway that wound from large city to large city, from one wonder of nature to another would indeed be a devious and winding journey in this great America of ours.

It becomes plain that the decision on such a complicated route could not be arrived at in generations. No concentrated effort could be gained for the execution of the work. It becomes plain that the scope of the work must be within the practicable. It must be such as to immediately upon presentation gain your support and mine.

Then next to obtain action a plan is necessary.

To have a plan, decision is necessary.

For decision, the hopeless divergence of conflicting interests and opinions must be eliminated, and practical conditions only must be considered.

The decision must be confined to one permanent road across the country to be constructed *first*, no matter how desirable others may be and actually are.

Such has become the basic principle guiding the Lincoln Highway Association.

It is seeking to decide wisely a matter which must be decided right in order to eliminate the petty hauling and pulling and opposition which would be fatal to the great patriotic work, and which would thus postpone beyond our vision so laudable a project.

It seems to us but yesterday that the Panama Canal was begun and yet almost tomorrow it will be open to the world.

HENRY B. JOY, President,  
CARL G. FISHER, Vice-President,  
A. R. PARDINGTON, Vice-President,  
LINCOLN HIGHWAY ASS'N.

August 26th, 1913.



# Proclamation

of route of

## The Lincoln Highway

**WHEREAS**, the purpose of this Association is to immediately promote and procure the establishment of a continuous improved highway from the Atlantic to the Pacific, open to useful traffic of all descriptions and without toll charges, and

**WHEREAS**, toward the end of accomplishing this purpose elaborate research and investigation has been prerequisite to crystallization of opinion before intelligent and wise decision could be reached, and

**WHEREAS**, this Association expressly desires to impress upon all the people that it fully acknowledges that a public declaration of a route is of no force or effect except as it shall be wise and practical, and being so, meet with the approval of the people for such a useful and enduring memorial, and

**WHEREAS**, it is obvious that this Association can only aid and co-operate toward the desired end, and that **UPON ALL THE PEOPLE**, and especially upon the officials of each State and County and upon the inhabitants thereof, within the borders of which is designated by these resolutions a section of the Lincoln Highway, does rest the patriotic burden of establishing, broadening, straightening, maintaining and beautifying such Highway to the end that it may become an appropriate memorial to the Great Martyred Patriot whose name it bears, and

**WHEREAS**, our chief step toward the desired goal is to crystallize in the public mind the practical wisdom of the route selected, therefore be it recorded here:

First—That in general it has been for nearly a century and is today the main Overland Trail, and that part lying West of Chicago is known by that historic name.

Second—It is the most direct and most practical route as to grades, curves and general topography.

Third—It is to the greatest extent improved and marked throughout its length.

Fourth—It is capable of being established as a fitting memorial highway at the least cost, and

**WHEREAS**, it is now proper to declare the results of deliberation and inspection in the hope that the wisdom and care in selection may insure united sentiment, and with the Prayer that this record will appeal to the hearts of all patriotic Americans to the end that plans and activities toward construction may go immediately forward, therefore be it

**RESOLVED**, that the Lincoln Highway now is and henceforth shall be an existing memorial in tribute to the immortal Abraham Lincoln,

That The Lincoln Highway does extend from New York to San Francisco over and through the following states:

**State of New York  
State of New Jersey  
State of Pennsylvania  
State of Ohio  
State of Indiana  
State of Illinois  
State of Iowa**

**State of Nebraska  
State of Wyoming  
State of Colorado  
State of Utah  
State of Nevada  
State of California**

More specifically the route is described as passing through or near the following cities in the several states, viz:

### 1.—New York

New York.

### 2.—New Jersey

Jersey City, Newark, Trenton, Camden.

### 3.—Pennsylvania

Philadelphia, Lancaster, York, Gettysburg, Chambersburg, Bedford, Ligonier, Greensburg, Pittsburgh, Beaver Falls.

### 4.—Ohio

Canton, Mansfield, Bucyrus, Upper Sandusky, Ada, Lima, Van Wert.

### 5.—Indiana

Fort Wayne, Ligonier, Elkhart, South Bend, LaPorte, Valparaiso.

### 6.—Illinois

Chicago Heights, Joliet, Geneva, DeKalb, Rochelle, Ashton, Dixon, Sterling, Morrison, Fulton.

### 7.—Iowa

Clinton, Dewitt, Cedar Rapids, Tama, Marshalltown, State Centre, Ames, Grand Junction, Jefferson, Dennison, Logan, Council Bluffs.

### 8.—Nebraska

Omaha, Fremont, Columbus, Central City, Grand Island, Kearney, Lexington, Gothenberg, North Platte, Ogallala, Big Spring, Chappell, Sidney, Kimball.

### 9.—Wyoming

Pine Bluff, Cheyenne, Laramie, Rawlins, Wamsutter, Point of Rocks, Rock Springs, Green River, Granger, Fort Bridger, Evanston.

## 10.—Colorado

Julesburg, Sterling, Fort Morgan, Denver, Longmont, Loveland, Fort Collins.

## 11.—Utah

Echo, Ogden, Salt Lake City, Garfield, Grantsville, Timpie, Kanaka Ranch, Fish Springs, Kearney's Ranch, Ibapah.

## 12.—Nevada

Tippet's Ranch, Shelburne Pass, Ely, Eureka, Austin, Fallon, Wadsworth, Reno, Carson City.

## 13.—California

Truckee, Auburn, Tallaoc, Placerville, Sacramento, Stockton, Oakland, San Francisco.

AND BE IT RESOLVED, that this is an appeal to the state authorities and to all officials to properly dedicate, to re-mark and re-name the said described Highway with the Lincoln Highway insignia, and be it finally

RESOLVED, that copies of these resolutions be sent to the President of the United States, to the governors of each state and ter-

ritory, to the members of the national Congress and to the members of the legislatures of each state.

Done by The Lincoln Highway Association, Inc.

## Directors

R. A. Alger	Carl G. Fisher
Albert J. Beveridge	A. Y. Gowen
R. D. Chapin	Henry B. Joy
Emory W. Clark	A. R. Pardington
Paul H. Deming	F. A. Seiberling
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By HENRY B. JOY, President

CARL G. FISHER, Vice-President  
A. R. PARDINGTON, Vice-President  
EMORY W. CLARK, Treasurer  
HENRY E. BODMAN, Legal Counsel  
FRANK H. TREGO, Engineer

Issued from Headquarters Lincoln Highway Association  
Detroit, Michigan, U. S. A., the Tenth Day of September, Year  
One Thousand Nine Hundred Thirteen.

## Why the *Lincoln Way* Route?

ALL New England is tributary to New York by good roads.

New York City is the Mecca of the whole people.

To travel westward from New York City one must go 150 miles north to Albany, thence westward or south to Philadelphia 100 miles and thence westward. The state highway work planned and in progress will make the route westward through Pennsylvania the most direct.

After crossing Pennsylvania, Ohio northern roads lead directly over state planned highways, towards the Golden Gate, connecting by excellent topographical conditions across Indiana, directly with the Overland Trail of history, the open door to the scenic wonders and outdoor play grounds of the Great West.

The Overland Trail is historically referred to as follows:

"The Government standardized this route, for the ox team, the stage coach and the mail route, because of its directness, shortest distance, topography and the conditions of the soil."

Across Illinois and Iowa over this route is found the best natural highway conditions, and under the evolution resulting from patriotic effort to establish a suitable Memorial Highway, will at least cost

afford the most magnificent and straightest route with least grades through these wonderful garden states.

At Omaha the state of Nebraska is entered, following the same historical Overland Trail up the broad and prosperous Platte River Valley. The entire distance across the length of this State, approximately, is 450 miles. The route is natural and easy. It affords opportunities for constructing a picturesque roadway such as cannot be equaled in any State in the Union.

Wyoming is entered at its southeast corner and 50 miles from its eastern state line Cheyenne is reached. From here on westward passing through Laramie, Rawlins, Green River City to Evanston the country becomes characteristic. Wyoming's contribution to the Memorial Way in mileage is approximately 375 miles. Through this state the highest elevation reached is 7214 feet. It is a road of easy grades, however.

From Evanston we cross the Utah line in five miles. The route here is extremely picturesque and in the distance to Salt Lake City passes through interesting mountain scenery. The grades are comparatively easy and the road is constantly traveled by motor cars.

Salt Lake City is almost directly in line, speaking broadly, between the point of entrance to Utah and the point of exit at the Nevada line near Ibapah. Though the road is somewhat winding its grades are negligible.

The general directness of the route is unique. The Lincoln Way league is about 3500 miles. No other so direct route is possible.

The Lincoln Highway traverses almost the center of the United States. It serves more population and there are more lateral connecting roads to points of interest than any other possible main artery.

A careful study of the attached map is necessary to fully appreciate the compelling logic of the selected route.

The National capital, Gettysburg Mammoth Cave, the birthplace of Lincoln, the burial place of McKinley, the wonders of Colorado, Wyoming's unequaled curiosities of nature, Glacier Park in Montana, Grand Canon of the Colorado River in Arizona, Yosemite National Park, and a half dozen other National Forest Reserves, the list is too numerous to detail.

From the great natural arteries of traffic lateral highways today connect it with widely separated but tributary sections. Most important cities, as shown by map, and countless others, are easily reached by this great practical Memorial.

The state of Utah is constructing a highway which will branch from the Lincoln Way and extend to the Grand Canon.

From Ibapah, Nevada is shortly entered and by fair grades and a very direct route by way of Ely, Eureka, Austin, Fallon, Wadsworth, Reno or Carson City is reached. 350 miles is Nevada's contribution to the Lincoln Way. The country is characteristic and scenery unique. Road making material is abundant but population is scarce as the entire state census in 1910 was 81,875 inhabitants. The trans-continental trip is well worth taking to see Nevada alone.

Leaving Reno and Carson City the wonderful Sierras of California are soon reached. Lake Tahoe and Donner Lake and their settings are unequaled. The grades at the passes are not severe; the roads are good and no Memorial could have a more wonderful setting. Thence to Sacramento, Stockton and San Francisco.

The topography of this entire route is more satisfactory from a traffic point of view.

## Lincoln Highway Road-Marker

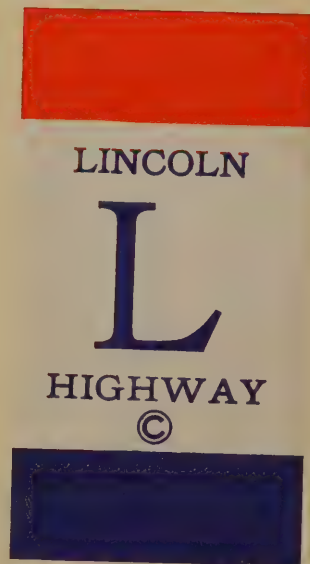
**T**HE Lincoln Highway Road-Marker (copyrighted, 1913 by the Lincoln Highway Association, Inc.), is to be placed on barns, fences or poles along the designated route.

It is 21 inches high and is to be painted on whatever is convenient at the roadside.

It consists of a strip of red (top) three inches wide, a band of white 15 inches in width and a strip of blue, three inches wide (bottom).

The letter "L" in blue is on the white band which also bears the words in smaller letters "Lincoln Highway."

This Road-Marker can be distinguished a long distance away and a man in a car with a paint brush, and a little paint can easily place a large number in a day.





# Working Organization

of

## The Lincoln Highway

and

### The General Plan for Raising Funds

**T**HE working organization of The Lincoln Highway Association, which is incorporated under the laws of the State of Michigan, is as follows:

First: A Board of Directors has been elected, consisting of twelve men representing various business interests throughout the country.

Second: There is an Executive Committee comprising five members of the Board of Directors, the places of residence of whom are convenient to the National headquarters. This Executive Committee is clothed with the authority of the directors in the intervals between meetings of the Directors.

Third: The Officers of the Association consist of a president, two executive vice-presidents and three honorary vice-presidents, together with a treasurer and secretary.

Comprised in the organization is a list of FOUNDERS, made up, in a large part, of the original contributors to the fund which will make possible The Lincoln Highway. There is an increasing list of contributing members representing practically all of the states of the Union.

In each of the states traversed by The Lincoln Highway, and in the states contiguous thereto, there is a Chief State Consul. This Chief Consul is the representative of the Executive Committee and the Directors in the Commonwealth in which he lives. These Chief Consuls are empowered with the authority to appoint associate or vice-consuls in the counties, cities, towns and villages along the route of the Lincoln Highway.

The organization also comprises a definite number of Consuls-at-Large, whose duties are to represent the Executive Committee in company with the State Consuls throughout the territory along the route of the Highway and the natural tributary routes as is shown in red and blue on the enclosed map.

The duties of the Chief Consul of each state, together with the Consuls-at-Large, are varied. By various means they are engaged in stimulating interest and arousing patriotic enthusiasm for the Lincoln Highway to the end that its early completion may be possible. These means comprise interviews, publicity, addresses to civic organizations, commercial clubs and good roads organizations, and in educating the public generally to a full realization of the Lincoln Highway; and to instil in the minds of the younger generation reverence and honor for the name of Abraham Lincoln.

Through the co-operation of these State Consuls and Consuls-at-Large the Directors of the Association hope to complete the fund which they are seeking to raise by the first of July, 1914. The belief is that if this fund be completed by that time, some of the sections of the Lincoln Highway can be improved and made available for the many thousands of eastern tourists who are now planning motoring trips to the Pacific coast, with the Panama-Pacific Exposition as the objective.

Upon completion of the ten million dollar fund, one-half of which has been nearly raised, the Directors believe that three years of actual construction will be required to finish this great highway of traffic and make it possible to tour from New York to San Francisco in comfort in fifteen days of leisurely traveling.

On the first day of September, 1913, the census returns show that there are approximately one million automobile owners in the United States. It is a part of the duty of each Consul to secure a Contributor each motor car owner whom he knows, or with whom he can communicate, in the hope that this great body of good road enthusiasts may be enrolled as Contributors to this great, enduring and useful Memorial to Abraham Lincoln.

Among the plans for securing the funds necessary to complete this great route are the following:

A large number of automobile manufacturers, manufacturers of sundries, parts, tires, etc., have already contributed on the basis of one per cent of their gross sales for the period of one year with the understanding that the payments made may extend over a period of three years. Many of these subscriptions are guaranteed as to amount. The cement industry of the United States, representing approximately thirty-eight constituent companies, has voluntarily contributed of their output one million five hundred thousand barrels; hundreds of individuals and concerns throughout the country already have pledged definite sums ranging from \$100 to \$10,000. The publishers of practically all of the automobile journals in the United States have contributed of their space to a broad, nation-wide advertising campaign.

By these means, and as a supplement to the efforts of the State and Chief Consuls, it is believed that the great mass of automobile owners will rally to the support of this Association and contribute \$5.00 each. As an evidence of their contribution, each is to receive an engraved certificate, a radiator emblem to be attached to the motor showing in outline the United States, together with the route from New York to San Francisco, or a beautifully engraved plate for the dash and a card of membership in the Association. The certificate referred to is shown on the inside of the cover of this

claration, having been issued to the President of the United States and bearing the Number One. The radiator emblem is provided with loops or lugs in order that it may be conveniently attached to the radiator of the car. It is hoped that every automobile owner who reads this declaration, and who is interested in seeing the construction of a trans-continental highway, one which will permit thousands of tourists to "See America First," will demonstrate his patriotism by contributing the small sum named—\$5.00.

Statistics have recently been prepared which show that many millions of dollars were spent by automobile tourists in the New Eng-

land states during the season of 1912. This great outpouring of wealth by the leisurely, pleasure-seeking class of our populace demonstrates conclusively what good roads will do for any particular section of the country. The Directors of the Association are firm in the belief that when the Lincoln Highway is completed and usable by the touring public, the many millions of dollars annually expended by our citizens who tour the British Isles and Continental Europe will be diverted and the tide of travel directed across these United States.

**T**HIS appeal for assistance is directed to every citizen of the United States, irrespective of his place of residence. All contributions or subscriptions, whether large or small, should be sent direct to the Lincoln Highway Association, National Headquarters, Detroit, Michigan.

**E**NCLOSED with this Declaration is a perforated sheet in the form of a subscription to the funds of the Association, and it is hoped that you will now—at once—fill in this form and, accompanied by such remittance as you desire to make, forward it to the Association in the furtherance of its object.

## Intended Use of Funds

It is evident to all that ten million dollars will not completely construct a trans-continental highway. It is estimated that the cost of such a highway, including material, labor, construction of bridges, etc., would be twenty-five million dollars. Between New York and San Francisco there already are hundreds of miles entirely suited to the needs of trans-continental tourists, but which need to be linked together in order that a continuous, connected and improved highway may result. There remains about two thousand miles which must be permanently improved. By co-operation with the local communities through which the Lincoln Highway passes, the fund of ten million dollars now being raised, it is estimated, will be sufficient to furnish the hard surfacing material necessary to improve, permanently, these 2,000 miles.

It is proposed by the Association to co-operate with these local communities to obtain the establishment of this highway, and to insure the improvement or reconstruction of existing highways which will constitute a part of the Lincoln Highway. Some of the states have already taken steps looking toward the construction or improvement of the highways already announced as integral parts of the Lincoln Highway which will connect the Atlantic with the Pacific.

The route of the Lincoln Highway as selected has been referred to and discussed with the Governors, highway commissioners and local governing highway authorities in the various states traversed, so that there exists a united interest and close co-operation between the Commonwealths and the Association. This co-operation must result in the speediest possible accomplishment of our purposes.

As a consequence of the Proclamation and statements authorized by various Governors, the energies of the local authorities, supplemented by that of State authorities, will go forward in an intelligent manner with the result that communities will bend their energies to the improvement of those highways which constitute a part of and are integral with The Lincoln Highway.

Already many of the good roads organizations which have for years been directing their energies to the betterment of road conditions have expressed their determination to change the names of those local organizations in order that they may be known as divisions of The Lincoln Highway. With all of these efforts intelligently directed, and all seeking to attain the same purpose, the date when The Lincoln Highway will be an accomplished fact draws near.

# Directors of the Lincoln Highway Association

HENRY B. JOY, PRESIDENT,

President of the Packard Motor Car Co., Detroit, Mich.

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## Some Patriotic Contributors

Included in the list of contributors who have made possible The Lincoln Highway are the following:

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muel Y. Heebner.....	Philadelphia, Penna.	E. R. Tutt.....	San Jose, Cal.
Anderson Motor Car Co.....	Indianapolis, Ind.	B. W. Twyman.....	Columbus, Ohio
P. Perbert.....	Philadelphia, Pa.	Union Carbide Co.....	Chicago, Ill.
W. Hibbard.....	New York, N. Y.	W. J. Upson.....	Bethel, Me.
ward N. Hines.....	Detroit, Mich.	W. G. Welbon.....	Cincinnati, Ohio
L. Hooke.....	Lima, Ohio	W. J. Wemmer.....	Lima, Ohio
posier Motor Club.....	Indianapolis, Ind.	C. H. Wentz.....	Saskatoon, Canada
orge E. Howard.....	St. Louis, Mo.	John C. Wetmore.....	New York City, N. Y.
lgate Hoyt.....	New York City, N. Y.	Wheeler & Schebler Co.....	Indianapolis, Ind.
udson Motor Car Co.....	Detroit, Mich.	H. C. Whitaker.....	Wheeling, W. Va.
Charles A. Hughes.....	Detroit, Mich.	G. W. Wilder.....	Butterick Publishing Co., N. Y.
Real Motor Car Co.....	Indianapolis, Ind.	Willys-Overland Co.....	Toledo, Ohio
he Thos. B. Jeffery Co.....	Kenosha, Wis.	Willard Clapp.....	Elmwood, Nebraska
W. Jenner.....	Louisville, Ky.	Edward N. Winship.....	Wakefield, Mass.
Kerchberger & Co.....	New York City, N. Y.	T. S. Wood.....	State Center, Iowa
H. Kelsey.....	New York, N. Y.	Geo. H. Wooley.....	Detroit, Mich.
R. Kline.....	Reading, Pa.		
ilius C. Lang.....	Seattle, Wash.		
he Lafayette.....	Clinton, Ia.		
C. Lauren.....	Atlanta, Ga.		

NOTE:—These are but a few of those who are contributing to this great patriotic movement, and their names are given merely to show the general and wide-spread interest in the effort which is being put forth to establish this great memorial to Abraham Lincoln.

## THE LINCOLN HIGHWAY ASSOCIATION

Organized to procure the establishment of a continuous, connecting, improved Highway, from the Atlantic to the Pacific, open to lawful traffic of all descriptions, without toll charges and to be known as "The Lincoln Highway."

### SUBSCRIPTION

For the purpose of assisting in the accomplishment of the foregoing object, \_\_\_\_\_, the undersigned, hereby subscribe and agree to pay to "The Lincoln Highway Association" an amount equal to \$\_\_\_\_\_, as noted below.

Date \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

- (a) This subscription is accompanied by my payment of \$\_\_\_\_\_.
- (b) Payment may be made in equal installments, if desired by the subscriber, as follows:

**One-third on signing.**

**One-third on July 1st, 1914.**

**One-third on January 1st, 1915.**

Memo \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_













# THE LINCOLN HIGHWAY

A Connected Improved Transcontinental Highway,  
Open to Lawful Traffic of all Descriptions,  
Without Toll Charges.

The Route of THE LINCOLN HIGHWAY is indicated in RED  
Routes and Highways, Natural Tributaries, are indicated in BLUE

Approved and Adopted, September 10th, 1913, by

THE LINCOLN HIGHWAY ASSOCIATION, Inc.  
DETROIT, MICHIGAN

LARGE SCALE MAP (62x40 INCHES)

May be had by remitting One Dollar to the Lincoln Highway Association,  
Detroit, Michigan

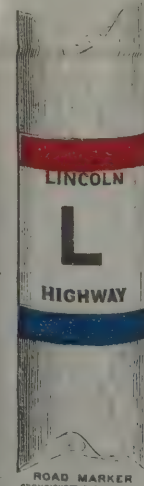
SCALE OF MILES  
0 10 20 30 40 50 60 70 80 90 100  
THE WARNER AUTO-METER  
will check with this scale

## The Lincoln Highway Needs Your Help!!

To establish this great Memorial to Abraham Lincoln, \$10,000,000  
is required. Of this amount on September 10, 1913, nearly \$5,000,000  
is pledged. Send \$5 for an engraved Certificate, a Car Emblem and a  
Membership Card.

Do it now—join this great Patriotic Movement.

Copyrighted 1911 and 1912 by the American Automobile Association and September 1913 by the Lincoln Highway Association and the American Automobile Association.









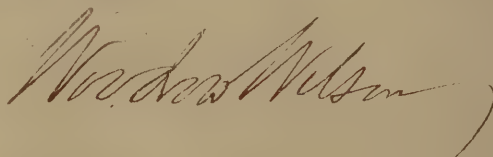
THE WHITE HOUSE  
WASHINGTON

September 8, 1913

My dear Sir:

Representative Doremus has explained to me the purpose and plan of the Lincoln Highway Association, and I am very glad to accept the certificate of honorary membership which you have been good enough to present. In asking you to thank the members of your Board of Directors for this courtesy and to assure them of my appreciation of their kindness, let me take this opportunity to express my hearty sympathy with all movements for the betterment of our roads and highways.

Sincerely yours,



Mr. A. R. Pardington,  
Vice President, Lincoln Highway Association,  
Detroit, Michigan.



# The Lincoln Highway, the Way of the "Red Sentry"

By E. W. LEWIS.

Now in the first year of the reign of Woodrow, the Academic, and W. Jennings, the Apostle of Grape Juice was the head push, and Sam, the Ralstonite, was Governor of Hoosierana, there went up a great cry, even from Aroostock to the sand hills of Frisco, from the sect called Automobelia (for they are many); to-wit, "Lo and behold! we have separated ourselves from our hard earned shekels, that we might possess ourselves of autos, double fours and double sixes, that we might be able to compass the land quickly, and that we might rid ourselves of all equines (the same are an abomination unto all Automobelia). But we are no sooner out of sight of our homes than our noble double sixes get stuck in the mud and we must needs beg the despised equines to play the Good Samaritan and pull us out. Wherefore, now give us good roads, that the desires of our hearts may be fulfilled." Then the Chiefs of the Fords, the Cadillacs, the Buicks, the Overlands, and others, to a very great number, repeated the cry "Give us good roads." Then one of the chief men, named Carl, the Fisher, who was wise beyond his generation, said: "Men and brethren, why stand ye around like ten pins? Behold! we are many. Let us arise and shake ourselves. Let us form ourselves into bands, even bands of fifties and bands of hundreds, and each band will repeat the cry 'Good Roads' and peradventure, the Automobelia will get busy." And it was so. And the saying pleased all the people and with one accord they said: "It's a good thing, push it along." Let us build a great Highway, even from Gotham to the Great Gate called the Golden. Two thousand, nine hundred, forty-five miles shall be the length thereof and a score of feet shall be the width, and it shall be strong and lasting as the love of David for Jonathan, and it shall be for all people. And because it will bring liberty to the Automobelia (for they are many, and then some), it shall be a perpetual memorial of the great Emancipator, who said that this nation could not be half slave and half free; wherefore, it shall be called "The Lincoln Highway" because it will bring freedom to the Automobelia. And the saying pleased the people so much that even the tillers of the soil, and those who possessed equines, and associates of Woodrow, the Academic, and W. Jennings, the Grape Juiceite, said: "Even so, we will help; count on us. It's a good thing, push it along." And it came to pass that the Wise Men of the Automobelia conferred together and said: "Let us seek out a way that shall be pleasing to the eye to all the Automobelia when they sojourn from place to place, and whereby our double fours and sixes will meet with the least resistance." And they said: "Let us unite by this great Highway the two great oceans, even the two great gateways to our land. Let one end begin where the rays of Liberty's torch illuminates the great gateway from the Atlantic, at the great City of Gotham, and let the other end begin at the gateway from the mighty Pacific, at the gate called the Golden (the same is in the State of Saverkule, "believe me"). Let the Highways meet on the banks of the great river, even the Father of Waters, near the City called Clinton, (in the State of Murray). The beginning thereof shall be in the City called Jersey, over against Gotham. (The same is in the province of Colwellia). It must needs pass through the City of Brotherly Love and Gettysburg's historic field, as well as the Smoky City, (which is in the the province ruled over by E. J) and the tomb of the great McKinley and it must pay tribute to the Summit City, the home of him who never had cold feet, but because he had cold finders, developed a system to handle petrol with safety, and is likewise the home of the great Red Sentry. Let the great Highway pass near the Windy City by the great sea called Michigan, and on to the Father of Waters, to clasp hands with the Western end that begins at 'Frisco, (in the State of Saverkule, "believe me," and crosses the Rockies and passes through the City of Polygamy and

across the country ruled by Chief Barnett, and under the shadow of the Peak called Pikes, crossing the Big Muddy at Omaha (the same as in the Kingdom of George the VI, whose Capitol is at St. Louis) and over the great State of Iowa."

Now when Woodrow, the Academic, was told of the great Highway, he commanded that a map be brought him, and when he saw that it would cross Jersey, he was exceedingly glad, so much so that he said: "You may count on me; here is a fiver," and Sam, the Ralstonite, who is Governor of Hoosierana, said: "Count me in" and many others, even a very great multitude, said likewise. Now it came to pass that when Sylvester, of the lineage of Bowser (The same is glad he had cold fingers) and A. Z. and S. B. B. and Walter, the Zahrt, and other chief men of the House of Bowser, heard of the Lincoln Highway and conferred together, with one accord said: "Bully scheme, count on us."

Now the Red Sentry hath found great favor with all the Automobelia and they, with one accord, said: "If we are to have this mighty Lincoln Highway, we must have the Red Sentry to fill our tanks with petrol, for we know that all petrol drawn from Red Sentries is free from water and is the best, and the measure is just."

Then the chief men of the House of Bowser said: "Because the Automobelia demand it, we will make the Lincoln Highway the way of the Red Sentry. We will place the Red Sentries by the side of the Way in all cities and hamlets and by every cross road from Gotham to the gate called Golden, so that all the Automobelia may have the best of petrol."

Then Bert, Chief of the Pump Makers, said: "herefore now how shall we be able to make so great a multitude of Red Sentries, when even now we cannot make enough to supply the Automobelia?" Then S. F. and A. Z. said: "We are able, and we will build greater factories," and it was so. Posts on the great way shall bear the emblem of the Lincoln Highway. The top band shall be red, below this shall be a white band, and the width thereof shall be twice the width of the red band and thereon shall be a large letter "L," and below this white band there shall be a band of blue; the width shall be the same as the band of red.

And A. Z., the G. M., and Walter, the Zahrt, made proclamation to all the young men, from the gate called Golden, even to Gotham: "Behold! now thou shalt be diligent and see that thou sell 241's for when thou doest this, thou putteth shekels in thy purse and thou are a blessing to all men, especially to all Automobelia. Go to it, get busy, and get points to thy credit. If thou fail to get points, then thou shalt send in thy Model Case, but the salesman who getteth the most points for 241's along the Lincoln Highway, the Way of the Red Sentry, shall receive great reward. Go to it and get busy."



# STORE BOOMER

*The* Bowser



Boomer

Vol. VIII

November 25th, 1913

No. 34



## Bowser Systems Increase Trade

Merchants should put aside detail work when the same result may be obtained in less time and at less cost by automatic machinery. The hustling retailer of today must have time to look after the wants of his customers and keep his stock up-to-date to attract trade. Time is too valuable to be spent in continually running, back and forth, for oil and the washing of hands after each gallon of oil is served. Install a Bowser and save time and avoid annoyances.



## Sales Talks to Our Men on the Store Line

We have made this issue a Special Store Number, believing our readers will appreciate any sales helps we may present on this line which is especially active at this time.

Several tons of ink are spilled annually on advice to salesmen, instructions to salesmen, guidance to salesmen, until to-day many salesmen believe they know all there is to the subject. No matter how long he has studied it, we hope you will read this issue carefully in a receptive mood from cover to cover.

A firm that solicits business through salesmen, make these men their chosen agents. They should, therefore, build their representatives to be as strong as themselves, or failing in this, they must of necessity turn to another man, who can be so built, or suffer in loss and reputation because of the weakness of their agent.

Now, how can a house build the right type of man from the material they now have or that which is procurable? Clearly in one way only. Open to him an opportunity to obtain knowledge—knowledge of the highest ethics of business—of honesty—not slickness in dealings—of character and utility of the goods he sells. He will blossom like a rose under this treatment or prove he is dead to the roots and then you must supplant him.

Bowser & Company has always made a special effort to educate and assist their salesmen in every way possible. It is for this purpose the Boomer is published; it is for this reason special salesmen are sent into territories to aid and instruct the men, in fact, our every aim is to develop our salesmen's ability to the highest standard.

The salesman who won't take an education that is offered and pursue it to the end and make it his very own is not worth while. He will never be fit to head the business he is in or one for himself.

A man, as a salesman, without ambition to master the knowledge of what he sells makes a poor representative to his house and a dangerous man to buy goods from. Every buyer takes some salesman's advice on every purchase. The responsibility to give the best advice should be present with every salesman at all times.

The day of the man who knows, and travels for a house which appreciates its responsibility for proper methods of salesmanship, is right here now.



The handling of oil has always been recognized as one of the most undesirable commodities to handle about the place. It is a recognized fact that whenever the clerks would see an oil can come into the store, they would all immediately get apparently very busy and even the proprietor would avoid, if possible, the serving of the oil customer.

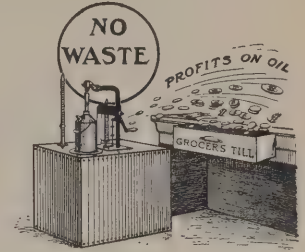
Oil is one of the most profitable articles a merchant handles. The margin is more than other goods as a rule and the turnover is often more than twelve times a year. To handle oil with measures and funnels and make a profit on it is almost impossible. First, because of the inaccuracy of the measure; second, because, regardless of how careful one is, there

is bound to be slopping and spilling; third, because with the old method it takes so much time to go out into the back room or back yard to serve the customer and then have to wash your hands afterwards, that that time could be used profitably pushing other lines. It is because of these facts that the oil department of the stores has been placed in an out-of-the-way place, apparently trying to push it out of the business.

The installation of a BOWSER permits the oil to be served on the store floor, handy and convenient at all times. It avoids the serious loss through over-measure, which is connected with all bulk goods and it assures the merchant every cent of profit there is in his oil department.



## DON'T Give Away Your Profits ON OIL



### THIS IS THE MESSAGE OF BOWSER SALESMEN TO STORE KEEPERS.

There is many a good merchant that never makes the actual profit he should; many a man can earn big profits and yet let them flitter away some where without helping his actual dividends. Smart, shrewd men, good merchants—we see every day starting up in business, getting big trade, turning over stock rapidly and yet within a year or two, going into the hands of the Receiver.

There are good salesmen and clerks who can sell and handle trade superbly, yet make small actual profits for the employer.

Have you ever stopped to analyze your business; your sales and your profits? Do you know that for all the business you do, you are realizing all the final profits you should? Are you certain that there are not little tag ends slipping away from you in under charges? Neglected charges, under priced items, little leaks and losses through inaccurate measure, slopping and spilling, although small in themselves, will drain away the profits of the best business ever built. Explain this to the merchant, have him think it over.

### Now Mr. Salesman Do You Analyze Your Business?

Are You Conducting Your Business of Selling Bowser Tanks Efficiently?

In studying efficiency, let us not confuse it with strenuousness. The man who hustles may or may not be efficient; probably is not.

Hustling is not a normal element in efficiency, nor is strenuous work apt to be efficient just because it is strenuous. A man may be working a County, jumping from one town to another in great haste without any well planned way of working the County. This means strenuous but not efficient work.

To work that same County with the Towns listed in order so that you can work all of them in the County without retracing steps, if possible, or losing time, is less strenuous but a far more efficient manner of working. This also applies to working a City. We must get rid of the idea that strenuousness and efficiency are either similar or the same.

There are a number of City Salesmen who sadly lack System or efficient methods of working. Some depend on what the day may bring forth rather than going after and bringing forth what there is in the day for them. Attack your work and push your business rather than let your business push you.

Real efficiency requires a constant, systematic study of one's self, and one's business. Every thought and effort you exercise on this important subject, will prove the biggest paying dividend making revenue producing investments you ever made.





**THE  
BOWSER  
OUTFIT**  
is a big  
Advertisement  
for your store

## *The Modern Grocer*

In late years the matter of system in business has been greatly agitated in all commercial lines. Perhaps the need for care in the prevention of small wastes and losses is due to the fact that goods are sold on a smaller margin to-day, forced there by competition which daily grows keener.

The grocers, as a class, have not lagged much in this great march of progress toward a bigger and better business. Some merchants, however, seem to scoff at it as the conception of theorists, but the thoughtful business man of to-day realizes that it is a vital issue brought about by stern competition and reduced profits. In this most important aspect, system in business means the elimination of waste—waste of materials, waste of time and waste of labor. All business men, in theory, endeavor to eliminate waste, but the great majority, without system, do not know that waste exists; it is because there are small leaks, and consequently they do not know how to accomplish their elimination. The greater the waste, the less the profit; guard against the smallest waste with the utmost carefulness.

It's a fact, Mr. Merchant, that people judge you and your business ability by the way your store looks. In these days of keen business competition, a merchant makes no mistake in securing the very latest time and labor saving devices and thus placing about him added elements to insure his success.

To get down to business in the matter of store system, we would suggest that you make a practical study of your store. Start with the department that looks the most untidy.

If you will make inquiry into your Oil Department, as to your requirements in that department, you will doubtless find a most pressing need for a modern, self-measuring Oil outfit. Some of the smaller retailers may feel that a self-measuring outfit is too expensive, but there is no store, no matter how small, that cannot afford one of the many styles of Bowser Outfits.

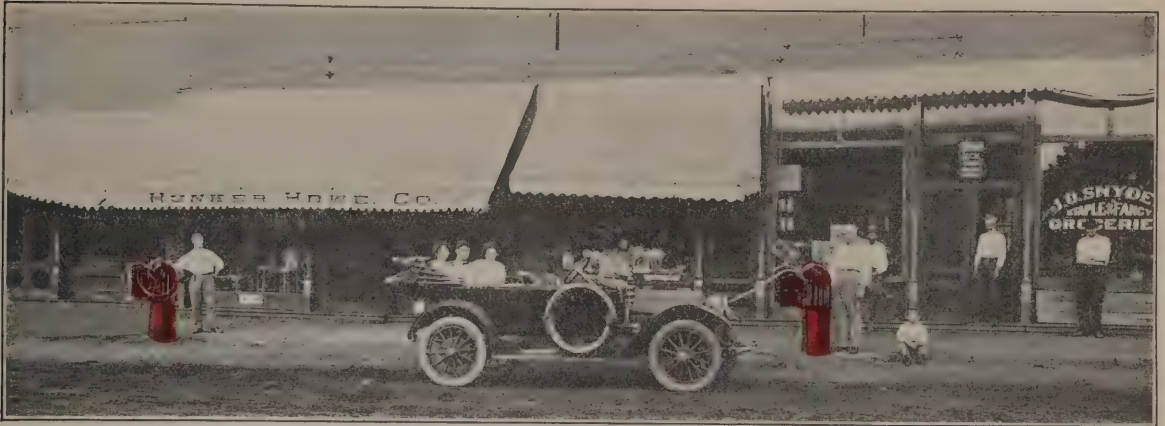
This is one department in the grocery where the elimination of waste receives far too little attention from the average merchant. This department has not received the attention that it deserves. Invariably you will find it completely pushed from the store floor to the back room, and sometimes, the back yard. This perhaps is due to the fact that when oil is improperly handled, it is a very dirty and disagreeable proposition and the store that is endeavoring to make the place neat, clean and attractive naturally pursues the line of least resistance, namely, pushing the department out of sight. We say, by all means maintain cleanliness and neatness but don't do it at the expense of your oil business. There is no reason why the Oil Department should be pushed out into the back room when it is possible to secure a modern, self-measuring equipment which can be placed on the store floor.

Suppose you begin with this department. Now don't pass it by with the thought "Oh, I've used my old tank a long time; I know it slops and spills, but I guess it's good enough. I'll try and get along without a modern, self-measuring tank."

Don't do that.

We are not asking you to spend your money but we are simply asking you to invest it where it will return to you over and over again. We are not asking you to make yourself more work, but we are pleading with you to put yourself where you can make more money and do it





The above is a view of two Bowser Red Sentries installed in Salisbury, Missouri, by salesman R. H. Nelson

Salisbury is a town with population of 1,800. Both of these five barrel 241's were sold in one day—C. W. O. with each order.

This is an illustration of the possibilities for selling of Red Sentries even in the small towns

and Mr. Nelson is to be congratulated on this good work.

Mr. Nelson is the gentleman standing near the Bowser pump on the left.

with less work than you are now. Your success in business, Mr. Merchant, has been due to the fact that you have never considered any proposition on the theory of trying to find out if you could get along without the equipment. The key to success is to see if you can use a new thing and make money out of it.

You are not in business just for the sake of using your old equipments; it is a case of making money with you, making more this year than you did last.

There is a good profit in oils when rightly handled, and there is no reason why a merchant should not welcome an oil customer as much as he does a purchaser of any other commodity.

A modern system provides ample storage; maintains the oil at its highest test—your customers appreciate the quality of goods you sell; it avoids loss of oil through slopping and spilling—you can handle ten gallons more quickly than you can one by the old method; it adds to the efficiency of your clerks; it makes the serving of oil as pleasant work as selling package goods; there is no contaminated merchandise; it emphasizes the feature of your cleanliness; it increases the confidence of your customers; it actually increases your oil sales and consequently sales in other departments; it puts this department on a sound and profit-paying basis and reduces the fire hazard to the minimum.

Old-fashioned honesty, integrity and honor are just as important to-day as ever, perhaps even more so, but old-fashioned dirt and carelessness and out-of-date methods have no place in the modern merchant's store.

A grocery has the public gaze upon it continually and consequently up-to-date surroundings in a retail store make no mistake in creating a progressive atmosphere. A growing tendency of the times is one that demands modern methods and there is nothing that will attract trade more quickly than neatness and cleanliness. In securing these features, however, the merchant should not overlook the matter of convenience in service as a direct bearing on promptness in service.

These modern oil storage equipments are trade producers. They are also signs of prosperity and wield an unconscious influence upon purchasers, the extent of which is hard to estimate.

# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY

S. F. BOWSER & CO., Inc., FORT WAYNE, IND.

Edited by C. H. DAVIES

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS EMPLOYEES

NOVEMBER 25, 1913

## A WORTHY CALLING.

Gentlemen, honor your profession. The only insult your line can ever evoke is from the penurious man when he asks you to cut your price. Our goods are worth all we ask for them.

To the purchaser who quibbles about the price, we would say the figures only cover the cost of the best materials and workmanship, plus a fair profit, but its worth is inestimable.

Think of the lives it may save from the violence of an explosion or fire.

Think of the property it protects.

Think of the economy it effects and incidentally the happy and joyous use of a perfect running motor, or the many steps it saves a tired, weary groceryman; its accuracy and honesty in measurement, its time and temper saving convenience. The worth of a Bowser is beyond computation.

Is there any other investment one could make that so combines the ideal with the material as does this purchase?

No subject in all commercialism commands more thought and attention than does the principles we strive for—the protection of life and property, to which may be added conserving of energy and material and the increase of pleasure and profit.

The great business we represent is of sufficient economic value to have back of it an enlightened public conscience—an insistent and persistent function expressed in demands for protecting laws.

This conscience has caused municipal governments to pass stringent laws pertaining to storage of volatiles. Nearly every city in the Union has passed some regulation with the idea of safeguarding the people.

Science and common sense have perfected in the Bowser a simple but effective system of protection without prohibitive construction and cumbersome inconvenience.

Bowser outfits are a shield for the family against the danger of volatile liquids. Its pur-

chase is a moral obligation which every man should incur who handles gasoline.

It's a fact that a Bowser is a necessity, not a luxury. A fact so stubborn that even a stubborn man must see its usefulness and eventually make its usefulness useful to himself.

We should regard our profession as the very highest vocation and therefore worthy to have laid upon its altars the best ability and to command the most devoted service.

• • •

We are pleased to note the progress of Mr. H. A. Vortigen, a new salesman working out of the Philadelphia Sales Office, under Harrisburg.

During his first month Mr. Vortigen sold 70 points of business and already has a start of 30 points on his second month's record.

In speaking of his new connections at a recent gathering of Philadelphia salesmen, Mr. Vortigen was called upon for a few remarks, during which time he stated that he had been married just two months and had been with Bowser & Company only a little over one of those months. His only wish was that he had taken both steps long ago.

If Mrs. Vortigen likes her "newlywed" as we do our salesman we three heartily agree.

• • •

In one of the recent articles in the Boomer, contributed by Mr. Savercool, he mentioned that the law of average proved a business success for the man who persisted, with energy and enthusiasm, in working his territory and working it thoroughly.

Our notion of persistent working of territory is illustrated by an incident that came to our attention, in which Mr. E. E. Lowe, of the Dallas territory was the central figure. Mr. Lowe travels in Arkansas.

We picked up a daily report of October 29, which read as follows:

"Yesterday started on a drive at 7 a. m. Kept on all day. Made call after call and never found a single buyer at home. Started back today over same route and closed five orders for five tanks—more than I have ever sold in one day before."

Many of our salesmen on making a similar trip would have argued with themselves that they had covered this territory and there was no use going back, although on their first trip the buyers were not in. The salesman whose ambition is to cover territory rather than accumulate sales would feel fully justified in not making a return trip over same territory the next day as Lowe did. The results of Mr.



Lowe's trip, however, is argument enough to convince any salesman with a "territory-covering" craze that a territory is not covered until every prospect in it has received a thorough canvass and demonstration.

If Mr. Lowe had sold only one order on this trip, or had only unearthed a good prospect and prepared him for a sale on his next call, it would have been worth the time and expense.

You cannot sell outfits riding on trains or in a hotel. The man you are after is the man in the store, who can only be sold by a demonstration and a good sales talk. Being in his neighborhood doesn't do you any good or supply the man with an outfit. You might as well be a thousand miles away, if you don't see him before you leave and give him a good demonstration.

• • •

Dealing honestly with others is a virtue which you possess. Compelling others to deal honestly with you is a power which you do not have, except with your Bowser stored oil.

• • •

Every loss reduces your profits. A Bowser prevents losses. Mistakes and losses in an oil department costs far more than a Bowser.

• • •

It's not heavy losses that you need fear, but the little daily hidden ones.

• • •

By stopping losses you increase profits. You need all the profits your business should earn.

• • •

Being satisfied with old methods handicaps a merchant's progress.

• • •

Some merchants argue against modern system in order to find an excuse to justify themselves in their antiquated methods. You are in business to make money, not to defend your prejudices.

"Things are never as bad as they seem, and all difficulties sneak away when you look them squarely in the eye."

## DON'TS FOR SALESMEN.

DON'T by many means get a grouch on when you get a letter from the "Higher Ups," giving you some sound advice. Remember the house is more interested in having you "make good" than you are in making good, and if you hadn't deserved the letter you would not have gotten it.

DON'T think that an order should come from every one upon whom you call, just because its you. Orders don't act that way for anyone.

DON'T knock anyone's goods. If you can't say a good word for some other line, boost your own, and tell them you will call again. Next time you will be IT.

DON'T forget to work the outskirts of every town. Any one can sell goods in the heart of a city, but the rear wheel horses of the bunch who don't care how far they go if there's an order at the end of the journey get the business, and that goes too. Ask 'em.

DON'T fail to remember that the heads of your firm have all traveled more or less in their lifetime, and no reasonable request is denied any man in their employ.

DON'T forget to write every day, and try to send an order or two, just to show the boss that you are still in his employ and hustling hard for the good of the order.

DON'T mind catching a 3 o'clock train, if by doing so you can make an extra town. You can go to bed earlier the next night, and besides physicians tell us that 90 per cent. of the people die in bed anyhow, so "shun the hay."

## INSURANCE.

In case of fire when life and property is dependant on Safe Oil Storage what would a merchant give to know his oil and gasoline will be prevented from adding to the flames because they are stored in a Bowser.

And yet the possibility of fire is great in any store—fire caused by careless old-fashioned tin tanks in the oil department. The time to lock the barn is before the horse is stolen.



**STANDING OF FORTY HIGH MEN.  
VOLUME OF BUSINESS  
November 13, 1913.**

NAME	OFFICE
1—J. H. Armstrong	Engineering Sales
2—M. C. Benham	Minneapolis
3—E. L. Milliron	Engineering Sales
4—W. V. Crandall	San Francisco
5—A. E. Moffatt	Toronto
6—E. F. Klotz	San Francisco
7—G. W. Scott	Harrisburg
8—N. A. Ring	Albany
9—S. A. Collins	Albany
10—C. M. Carpenter	Albany
11—A. E. Darling	Minneapolis
12—G. H. Reuben	San Francisco
13—Lewis Smith	Albany
14—H. J. Jeavons	Toronto
15—T. C. Potts	Fort Wayne
16—E. B. Bachman	Atlanta
17—R. T. Lawrence	Minneapolis
18—N. Paquette	Toronto
19—H. Beique	Toronto
20—F. H. Peeples	Harrisburg
21—H. A. Leonard	Chicago
22—K. F. Hessenmueller	Fort Wayne
23—R. G. Fisher	Denver
24—W. J. Magrane	Chicago
25—C. Smith	San Francisco
26—L. F. Loeffel	Atlanta
27—F. E. Walters	San Francisco
28—R. H. Sherlock	Chicago
29—A. T. Stata	Fort Wayne
30—A. F. Todd	Atlanta
31—W. Y. Robertson	Toronto
32—C. F. Comstock	Harrisburg
33—James Ward	Minneapolis
34—A. L. Casey	St. Louis
35—P. W. Lawther	Dallas
36—F. W. Devereux	Albany
37—W. F. Eastman	Albany
38—C. R. Eggleston	Albany
39—E. J. Murphy	Toronto
40—R. Coddington	Denver

• • •

Selling goods is a battle, and only fighters can win out in it. We may not like these conditions but we haven't the making of them.

The close of this year's contest will be a fighter's fight. The world takes off its hat to the man who with courage manfully strives and arrives. We all stand aside to make respectful room for him whenever and wherever he appears. Will you be there?

**BRANCH OFFICE STANDING  
Novemeer 22, 1913, 46th Week**

SAN FRANCISCO

MINNEAPOLIS

ALBANY

DALLAS

TORONTO

DENVER

FORT WAYNE

ST. LOUIS

CHICAGO

ATLANTA

HARRISBURG

To the Branch Office securing the largest per cent. of its quota for the year, will be awarded a loving cup. A very worthy trophy to strive for and typical of a victory clear and decisive. Keen interest of the management, not only in the division business but in the individuals who make special efforts, should be incentive enough to any man with a particle of salesman pride.

The race is finishing the last quarter stretch. From now on every day counts. The next twenty days will perhaps be the most active in the year. During it, you must not only catch up and keep even with your quota, but you must secure enough to WIN.



I DON'T KNOW WHERE I'M GOING  
BUT I'M ON MY WAY.

BEAUTIFUL SILVER LOVING CUP  
Presented to District securing largest per cent of  
quota for the year.

# Safety First

## *Bowser Service and Bowser Salesmen Always on the Job*

The following is the original letter from W. N. Daniel, together with newspaper clipping from the Greensboro Daily News, of Sunday, Oct. 19th, in which a fire that occurred in the American Motor Car Garage is described. You will note the reason a great explosion did not occur and a tremendous fire in the little city result, was due to the fact that these people had the good sense to store their gasoline in a Bowser tank.

When the firemen were almost at a stampede, fearing the gasoline, our hero Daniel rushed into the flames and assured them that there was no danger whatever as long as gasoline was in a Bowser tank and they fought the flames without further fear, thereby saving the city from a tremendous conflagration. Here it is, read it for yourself:

### AMERICAN MOTOR CAR CO. IS SCENE OF FIRE

#### Quick Response of Firemen and Underground Gasoline Tank Prevented Bad Fire. Damage Not Estimated.

Fire in an automobile in the garage of the American Motor Car company, 117 East Market street, called out the entire department at 12:50 this morning. The quick response of the department and the use of a hose of water in five minutes from the first tap of the bell probably saved the city a fierce conflagration. There were no explosions, although there were several machines and much gasoline in the place. The fire was under control in 15 minutes after the alarm sounded.

Mr. Bonkemeyer, of the Motor Car company, said this morning that he could not of course estimate the amount of damage. At the time of the fire there were 12 motor cars in the garage. Whether any of these are damaged or if damaged, how much, could not be stated. It was also stated that the fire was probably caused by dripping gasoline from one of the automobile tanks in the garage. The property and undoubtedly other nearby property was saved by reason of the fact that the gasoline was stored underground in what is known as a Bowser tank. This prevented an explosion.

C. H. Bonkemeyer had just gone into the garage to take a car and discovered the presence of the blaze as soon as he entered. He seized a fire extinguisher and turned it on the burning motor car, the fire probably having started under the machine. He realized that he could do nothing toward extinguishing the blaze and ran to the front door which he opened just in time to be blown through it by pressure of air from the inside and fell flat in the street.

\* \* \* \*

### SALESMAN DANIEL'S LETTER.

Last night at 1 o'clock I was awakened by the fire engines going by and I got up and dressed and went to see where the fire was. I found it was the above garage on fire. Twelve autos were burned up and the whole place looked doomed for a time. I heard some of the men calling to one another to look out that there was a big gasoline tank full of gasoline stored in the corner there. Then was my time to have a say so. So I jumped right into the garage and assured the firemen, that, that was the safest thing in the whole garage. And they listened to me and went on working on the fire. I am enclosing for you to read what the morning paper had to say about our outfit. I have at least gotten the name BOWSER stamped in their minds around here if not many of the outfits. And half of the people here call me Mr. Bowser, for which I am very proud.

Yours very truly,

W. N. DANIELS.

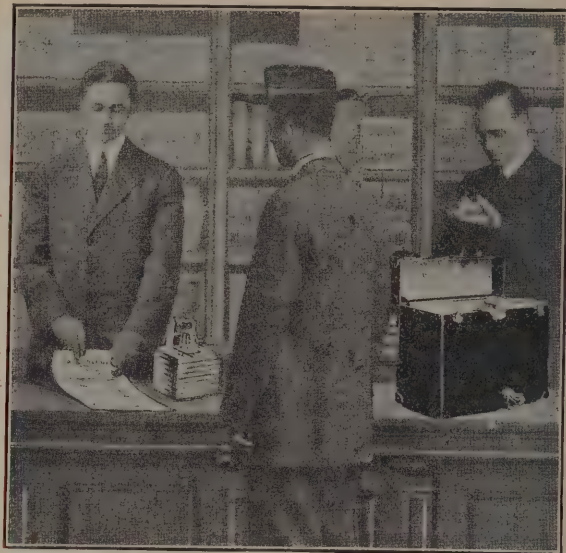
\* \* \* \*

We reprint the above as an illustration of "the safety of a Bowser." In our twenty-eight years of business experience with over a million outfits installed in different parts of the world and under varying conditions, there has never been an explosion of a Bowser or has the oil they contained added to the flames. The Fire Chief of Cincinnati publicly stated he would unhesitatingly stand directly above an underground Bowser full of gasoline and fight the fiercest fire unafraid of the gasoline in the Bowser.



# Successful Demonstrations

In the following pages we are reproducing a few talks by Bowser Salesmen who have been with the company for years and have been very successful. We know our readers will appreciate these talks as they are good, strong selling arguments that have made many dollars for the salesmen giving them and will aid you in doing so too if you read them carefully and present them enthusiastically and forcefully to your prospects.



## "POINTS WORTH REMEMBERING."

(By Mr. J. W. Runyan, Philadelphia, Pa.)

Mr. President: Gentlemen:—Some sixteen years ago this coming June, I started on my first trip for S. F. Bowser & Co. I was crude, the goods were crude, and our mode of doing business was crude, in comparison to the up-to-date method of today. We all had our ups and downs until today the firm has reached the very pinnacle of success. The reason of this is very easily explained. The perfection of the goods, the men behind the gun that give an iron clad guarantee with every machine, and the hustling, up-to-date salesman, who is constantly seeking new worlds to conquer. I very distinctly remember my first call on a merchant, up in Pennsylvania; he knocked all the tank knowledge out of me, for I was not posted in the goods as a salesman should be, consequently I made no sale. The great trouble with a number of new men starting on the road is, they are not posted on the very many valuable points of the Bowser machine, points that should be brought to the attention of every prospective customer. Every salesman should be so posted on the Bowser tank, that irrespective of what question a prospective

purchaser might ask, that he would be in a position to give an intelligent and correct answer at once. Do not stumble or hesitate in giving it or your customer loses a certain amount of confidence in you and your goods. Confidence is everything—win his—and half the battle is won. Right here I want to give you a little illustration of what confidence did for me. I, at the time I speak of, was traveling in the state of Ohio; at that time the firm got out a small pamphlet or book of all the merchants who were users of or had purchased a Bowser tank. I called on a merchant and was expounding the merits of the tank to him, when he asked me if any merchant in town had in a "Bowser." I said yes. A Mr. Robinson has in a two barrel tank and he says it's the finest and best thing he ever saw. (Same time I had not seen Robinson, but took it for granted he had for the little book said he had in a tank). I requested the merchant to go over to Robinson's store and see the tank and hear what Robinson said about it. Well, over we went. I asked if I could show the gentleman the tank. He said, "I have no Bowser tank, only a syphon." Of course, I was placed in a very embarrassing position. We went back to the store and after some more talk



the merchant said, "Well, Runyan, any man that has the confidence in his goods that you have, is guarantee enough for me." Result: a sale. Gentlemen, you sell the goods and they will give a good account of themselves; if they do not you wire Mr. Dunkelberg. Speaking of "Dunk" recalls to mind something that might be well to remember. Charlie and I, a few years ago, were calling on some trade up in the wilds of Wayne County, Pennsylvania. We had a very successful trip, and sold most everyone that would buy, until we got to a little store run by an old German and his wife. I tried to sell them, then Charlie had his say; no go. We stood around a while and finally Charlie said, "Jim, I am going to try it in Dutch," and finally he landed a nice order. Moral: If you can't sell them in one language, try another. A point I consider a very good one, and one I invariably follow if possible, always try to find out the prospective customer's name before entering his place of business, and on approaching him, address him by such. It places one on a much better footing than to go, in a very timid or uncertain way, and say: "Are you the proprietor?" He has a better opinion of you, and you are in a better position to state your business.

Another point worth remembering, if possible, find out in advance of your conversation with the proprietor, the method he uses in handling his oils, the kind of tanks, where same is kept, and how he gets his oils, and how much he uses between trips of tank wagon. If the tank wagon passes his store, and if he buys from barrels show him why it's to his advantage to buy of the wagon; show him that he saves the natural leak or evaporations from the barrel, which in a year's time amounts to a good many dollars. Then impress on his mind that in handling oils in the crude way (in measures) that he gives away anywhere from two to four ounces or more in over-measure, by the measure being large, also by filling up into the lip of the measure. Tell him that the "Bowser Tank" is as near perfection as mortal man can make it, and it gives six and one-half pounds to the gallon the same as the oil company gives to him. It neither cheats him nor his customer, but is absolute. Then talk large tankage. Should he be a country merchant isolated from the railroads, and depending on the trips of the wagon to supply him, show him why it's to his advantage to have in a five, ten, or twenty barrel tank. Having these advantages he saves in

always having tankage to carry him over in winter or spring when the roads are such that the wagon can not get through, if he fills his tank in the fall, and should the oils advance a half cent or cent his profits are just that much more. Then show him the advantage if having his oils in the cellar and drawing same to store floor, it avoids this running down stairs after same, and leaving the store at the mercy of the customer. The old salesmen know these things, but to the new men just starting out I would advise that they spend as much time in the factory as possible and find out about every piece of the pump possible, know what it will do, and when you call on a merchant you will be in a better position to present to him in an intelligent manner the merits of the "Bowser" Tank. One of the most important points in my estimation is, get acquainted with the S. O. Co. men. Visit the stations in your field, tell them you are a "Bowser Salesman" and intend working the territory, and get them to co-operate with you; get them to give you a list of merchants whom they think should have larger tankage. They will do it, as they are very desirous that all their customers have large tankage. Now, after you have completed your work in their field, report to them whom you have sold, size tank, and so on. You will find it a great help to you, and worth a great many dollars in a years' time. I make my report to the S. O. Co. in my territory as often as I report to the Firm. It pays. What others have accomplished may be attained by any man of ordinary ability who will apply himself and observe the following, which I think is the sum of the whole thing: Confidence in yourself; confidence in your house; confidence in your line; diligent application to business; exercise of your mental faculties in acquainting yourself with the strong points of your proposition, and applying them as occasion requires. The Firm at Fort Wayne is watching the mails, noting the success we, one and all, are having in our respective fields, and are always ready to give a helping hand to the "boys." Their success means our success. Then remember the wife and little ones at home, the mother, the sweetheart; they, too, are watching the "boy" battling with the world among strangers, aiming to reach the top round in the ladder of success. Be a man among men and success will be yours.

Gentlemen, I thank you.

J. W. RUNYAN.

**"POINTS TO BE REMEMBERED."**

(Mr. H. T. Purdy, Birmingham, Ala.)

If the few thoughts which I have jotted down be of benefit to any of the salesmen, I would say, remember them; for memory I consider a fine salesmanship. Upon entering a store, do it in a nice, easy way, and locate the buyer as quietly as possible. Wait until the opportunity presents itself, that you may have his entire attention. While you are waiting to see the buyer, you are taking long chances if you sit on the end of an empty barrel, as tank salesmen have been known to go in and do. Think it well to get familiar with the store, and find out if possible how the oil is handled. But don't rubber around too much until you have met the "Bossman." We all have our own way of selling goods. I have always found it just as well in most cases, to make it a business proposition from the start. If you are only selling a transfer pump, be just as earnest in your conversation as though you were making a thousand dollar deal. Look your man straight in the eye, gain his confidence and respect, state nothing but the truth, just make him believe what you say and do not make any statements you cannot back up. Cultivate a liking for the work, and you must have absolute confidence in the goods yourself. And right here I wish to say remember you are with a house that will back you up, and you are selling the only satisfactory self-measuring tank on the market.

Do not try to do all the talking. Give the prospective purchaser a chance to make any objections, if he has any, as they are much better out and answered. If you can overcome these objections, I think you have accomplished a good deal towards making a sale. Remember, you do not have to make but a few points to effect a sale. If you are interrupted and buyer is called away during an interview, I think it well to try and start the conversation yourself upon his return. Make your points as quickly as possible, and try to make but one at a time. When you feel that you have convinced your man, write the order, don't talk him out of it. Do not mention business conditions unless they be favorable to the merchant. Carry the idea to the trade that you will not be in town many minutes af-

ter you have finished, as you have many other parties to see, inquiries, etc. If in a small town, and only a tri-weekly train, make arrangements before hand to drive out, walk out, any way, so you get out. Do not give them a chance to put off until later in the day, if you can avoid it, unless you find something good. Have a thorough understanding with the customer, as far as possible. If George and Mary happen along during the interview, and take an interest in the model, explain it to them, the buyer has relatives and friends. Be courteous to the clerks. Many, many times they are in a position to help you, when it comes to a show down.

When in a business house, and possibly several other traveling men, waiting to see the buyer, drop back later, if possible; let the rest get through, catch him alone—it will mean dollars to you as well as to the house.

When you go into a town and find it pretty well filled up, do not become discouraged; the other fellow didn't sell them all. Sam Smith's brother-in-law has opened up down the street. Better see the place pretty well filled up, and have the trade educated along that line. If, when working a town, you perhaps hear of a fairly good store, out half a mile, don't say to yourself, that fellow probably would not buy. Guess I'll sit around the hotel until train time, but go out and see that store. That may be where the other fellow don't go. You will, perhaps, have more influence with him out there by himself.

If you ever get in a tight place, that anti-drip nozzle in your case looks similar to a 44, if handled quickly. Might be a point worth remembering. Do not see how many towns you can make in a day; that does not get you anything. Keep hustling, but be thorough. If business is good, or bad, think it just as well to keep that part of it to yourself. If there is any kicking to be done, on the outside, let the other fellow do it.

On the second trip over the territory, when you are going to sell that carload to those parties that were going to buy next time, think it just as well when approaching these prospective buyers, or at any rate, would take it for granted that they have forgotten about that talk you gave them, and would try in most cases to get the model to working, showing the new improvements, etc., before mentioning the fact that you were there before.



# HELPFUL HOWS

A Few short Sales Arguments that Our Men Have Used with Success

"Well," said an Ohio salesman to his friend, "I must be going now, I have a number of calls to make and I want to get an early start." With that he left and after walking a few blocks down the street, came to a Public Garage, his first stop. Stepping inside, he met the manager who was just ready to leave on a hurry call cross town. "Good morning, Mr. Beam, you look as if you were going to leave." "Hello, Bowser, yes I am, I'm in a hurry, too." "Well don't let me detain you, I just dropped in to learn if there is anything new." "No there isn't Bowser, except Judge Blont just bought a car." "Do you happen to know his address?" "Yes, 327 Jackson, well I must be going, good bye Bowser." "Good bye Mr. Beam and I'm much obliged to you."

Three days later the Bowser man was making his third call upon the Judge. In the previous calls the Judge didn't seem to be at all interested in a modern storage system, and wasn't inclined to purchase. He showed no susceptibility to all the general arguments in its favor, so after the first two calls the Bowser man made a quiet inquiry concerning the Judge's disposition, and learned he was from Kentucky, a lover of horses and many other little characteristics he had. On this call he determined to get the order or go back to milk diet.



You didn't feed your horse saw-dust

my duty as a faithful and loyal salesman to the firm to tell you about the Bowser system, and also to give you the advice and assistance I would any brother whom I found flirting with danger, the same as I would a friend who did not hear or see an approaching train."

"That's very kind of you and I appreciate it. You have explained the matter very clearly and perhaps some day I'll put in a Bowser." The salesman had made him feel under obligations, and by this time he had him out in the garage looking the place over. The salesman turned around and said, "Judge, you like horses don't you?" The Judge said yes he did. "Well Judge, you used to have some fine horses, didn't you?" "Oh yes, indeed, as well bred as money could buy." "Of course, Judge,

He called at the Judge's home in the late afternoon, and upon his approach the Judge said, "Well, I don't think it's necessary to bother any further, I don't think I'll put any system in." "All right Judge, but its

you fed your horses well and gave them clean oats." "Certainly I did, and I was always particular about their feed." "You had the best horses Judge, and when you bought a car you got a mighty fine one didn't you?" "Yes, I got a very good car." "But Judge, you didn't feed your horses sawdust, or only half feed them, did you?" "Surely not." "You know Judge, you can't get efficient service from a horse only half fed. Neither can you get the maximum amount of speed, power and endurance from your engine when using weak, dirty and stale gasoline. The Bowser separator assures you of a smoother and easier running engine and enables you to get more miles and speed from your car."

He got the order to the tune of about \$300.00.

• • •

Selling outfits complete with all accessories is fast becoming a rule among some of the boys.

One of our boys says he always quotes the outfit complete.

After carefully explaining the advantages of the many attachments and accessories the Prospect said, "Yes that outfit is fine, but I hardly want to pay that much. Can't you give me that same pump in a plainer pattern with not so many attachments?"

You don't buy your trousers cut off at the knees

"Oh yes," said the Bowser man, "I can sell you the outfit stripped, but that wouldn't be giving you what you need. It would be like selling you a coat without any pockets in it or a pair of trousers cut off at the knees, or a pair of shoes without any laces or buttons on them. They would cover only a part of your needs, and while the price might be less, the small additional cost to get the article complete would be well worth it for the additional convenience and satisfaction you secure." And he sells them complete.

• • •

One of our successful salesmen who used to travel in the "show me" state had the following experience with a mechanical man and a promoter who had formed a partnership to go into the Public Garage business.

The salesman had taken them to a No. 41 installed as they wanted to be "shown" the real thing. They were both soon convinced of the superiority of a Bowser over all other devices, but they were trying to beat down the price. The mechanic finally said, "Well, we want a Bowser, but surely you can sell it to us for less. Now that casting cost so-much that





**HELPFUL HOWS.**

(Continued)

brass cost so-much, those valves cost so-much, etc." and he went on mentioning all he could think of, then he said, why are they so high?

The salesman replied, "My dear sir, you are not buying so much iron and so much brass, you are buying a complete system for the storage and control of your gasoline. Scrap iron is worth but \$50.00 a ton, main spring steel is worth \$22.00 a ton. A square inch of spring steel costs about 25c. One inch of steel will make about 1,600 springs. You pay 25c for one main spring for your watch. Is it worth it? Of course it is.

Now you are in the auto business. The price of your car is \$2,500. You can buy a gasoline engine for \$325.00, an auto body for \$600, a set of tires for \$250.00, a pair of axles for \$200.00 and the accessories for about \$200.00. Now where is your price of \$2,500.00. Of course such argument means nothing and has no bearing on values of a complete product. The price of the Bowser is placed as low as possible consistent with the best material, workmanship and design."

He got the order for a 10-bbl., 12-Gauge, No. 41 complete.

• • •

While Manager Hastings of the St. Louis District was at the Office we exchanged sales talks and he gave us a splendid argument, which he says the Missouri Boys are using with good effect in selling Cut 241 Outfits.

When urging the Cut 241, the merchant will often state he does not desire to invest that much money in a tank. The "Show-me" Boys tell him something along the following lines:

"Mr. Grocer, the installation of a BOWSER Red Sentry in front of your store is an invitation to every motorist that passes your place to stop and get gasoline. This means that you invite a visit from people in your neighborhood, who represent the most profitable patronage you could enjoy. You are educating him to come to your store for gasoline, which means that he will come for other commodities because he can get what groceries he needs for the day at the same stop and thereby save time. The fact that you have a Red Sentry indicates to him that you are an up-to-date and progressive merchant and he naturally assumes that you carry a good grade of merchandise. This standing invitation in front of your store every day in the year is worth the additional



You are not buying iron and brass by the ton

cost of this outfit over a less expensive equipment."

To the garage man he says something about as follows:

"Mr. Garage Man, this Red Sentry installed in front of your garage is an inducement for every car that comes past your place to stop for gasoline. When the car stops get out and turn the crank yourself; talk to the autoist, get acquainted with him. He may be a prospect to exchange his car for a new model. He may have a friend who is about to purchase a car. One sale a year secured from this source would pay for the BOWSER. It gives you an opportunity to talk not only with men who drive the cars you sell, but also brings you in contact with customers of your competitors, thereby giving you an advantage of securing new trade."

• • •

Mr. Guy Wolford of the Fort Wayne Sales Department told us of a very good argument that he used effectively in selling Red Sentrys and who has been making a record in the past few weeks with this outfit. When selling either a garage or store he talks with the customer along this line:

"Mr. Prospect, you feel that the price of a Red Sentry is more than you care to put into a storage equipment. You, I am sure will see it differently when you understand what this Outfit will do for you. An equipment in the store, which perhaps would cost you a little less money, would be where a person could only see it by coming into the store. A Red Sentry on the curb is a constant advertisement, which becomes a landmark of your place of business to passers-by. Even if you did not have the price of the Red Sentry, which perhaps with the capacity you desire would be about \$200.00, you could afford to go to the bank and borrow the money. Of course, I know this would not be necessary in your case, but just as an illustration, if you went to the bank and borrowed the money at 6 per cent. interest and purchased this outfit, although you never put a drop of gasoline in it, this big Red Sentry would be a constant advertisement for you every day in the year, Sundays and Holidays and only cost you \$12.00 a year if you never paid for it continuing to pay the interest as long as you live, \$12.00 a year for this splendid advertisement, only a dollar a month, twenty-five cents a week. It would prove as an advertising medium alone one of the most profitable investments you ever made along this line. It isn't a matter of whether you can afford it, it is more a matter whether you can afford to be without it. The sooner it is installed, the sooner you begin to secure the profits it will bring to you."

C. H. Davies, Editor Bowser Boomer:

You asked me to write something for the "Store Number" of the Boomer that would be of value to the organization and I would like to do so for two reasons:

1.—I think every member of the Bowser organization should respond to such a request so that you could enjoy the highest form of co-operation in publishing "our paper," and I want to set that example.

2.—If I can say anything that will be of moral or physical help to any Bowser salesman or manager, I consider it a personal duty that I am anxious to perform.

In considering what I may say, I know of no better way than to take up one of my own weaknesses which has been at least temporarily overcome. I find that most human beings are built along much the same lines, so the quickest way to find a weak spot is to examine myself. When I make the examination thoroughly and arrive at the decision honestly, I never fail to find the weak spot and think I am safe in saying that I usually hit the other fellow's weak spot at the same time.

Many salesmen come to the conclusion that a certain territory will not produce a satisfactory Bowser business because it is "poor" territory. A salesman will try hard; he will study conditions on the field, will collect data, interview salesmen in other lines who verify his impression, make note of the stores that have gone out of business and finally arrive at headquarters with such a formidable array of evidence that the Manager just has to have a knock-down and drag-out fight or he will give in to the salesman's conclusions. The salesman, in the collecting of his evidence, has not been really selling Bowser goods—he has been collecting collateral evidence to bear out an earlier conclusion, and every day that he goes without an order and records a couple of closed stores, fetches him up at night in this state of mind, "Well, see? That's what I told you." He is secretly glad that he has proved his point and he is a thousand miles away from the state of mind in which a man should be to sell goods.

This, every manager will tell you, is not unusual; we get this story over and over again. Now a step farther; the manager transfers this man to another territory and tries another in the "poor" territory with the same report; he tries again and about the fourth man he tries is a new man who says the territory is "absolutely the worst on the face of the globe." This new man takes another territory and turns in from fifteen to thirty orders a month, and the "poor" territory is getting poorer and poorer all the time because the trade sees so many new men coming and going.

Now, by this time, what is the temperature of the ozone surrounding the pedal extremities of the manager who is supposed to act as backstop for all these arguments and what about the rigidity of his knee caps? Judging from home surroundings the knee caps, about this time, are beginning to interfere with each other in the onward progress of the managerial business.

Let me hope that no other District Manager has ever been threatened with such symptoms, and if he has, let him not be so foolish as to admit it.

This is the point at which the supremacy of Bowser is at stake. What will happen if the manager gives up and accepts the salesman's conclusion as correct?

I'll tell you what will happen—the manager will drive the first nail in his own coffin so far as managing any sales business is concerned.

One of the main secrets that a manager **must** and the salesman should learn and never lose sight of is that there is Bowser Business in every inhabited district under our flag.

Recently I was confronted with a most hopeless looking situation similar to but worse than the illustration used; it was so bad that we did not have the nerve left to send another new man into the territory. This particular territory had as its center a city of seventy-five thousand.

We decided that something strenuous must be done to arouse that community, so we drafted one of our best men for the job, sent him there armed with letters of introduction to the fire chief, mayor, state fire warden deputy, officers of grocers' associations; we thoroughly circularized the territory and made up calling lists of the city as well as outside counties. Our man went on ahead to prepare the way and when he said the word, we sent him three good, experienced Bowser salesmen, and in fifteen working days, we took between four and five thousand dollars in orders out of that territory and placed in charge a competent, experienced man who now has one of the best territories in our district.

Now my knees are stiff and sound and I **know** that every inhabited district will produce Bowser business if properly handled.

I am trying to impress this upon the salesmen also, for their own good.

It doesn't do any good to fight a salesman on these matters, but if he can have the benefit of such experiences and can see the actual results in such cases, he may be able to grasp the same important thought and banish all ideas of the arrangement of logical argument as to the hopelessness of his territory.

E. J. LITTLE.



## *A Letter from the General Manager*

To the Managers and Salesmen,

Gentlemen:—For some weeks it has been a question in our mind, in view of the number of new salesmen in the organization and the fact that they are not in close touch with the chief executives of the business, whether it would be wise to write a general letter on the Bowser equipment. The reason for the question being whether we could make ourselves understood in a manner that what we said would be appreciated.

We have decided to do the best we can to get before our salesmen some important points concerning the Bowser equipment, the Bowser policy and the reasons why dealers in, and users of oils and other liquids, handled by Bowser outfits, should place an order with us.

It is now twenty-seven years since the Bowser oil tank first made its appearance on the market. From the beginning its merit was recognized and it met with ready sale when placed before the public by capable salesmen, although the first equipments were crude, compared with the Bowser outfit of today, and did not possess the merit of the present product.

Many of these first outfits are still in use, giving splendid satisfaction, which speaks for their merit. From the first day, however, that Mr. Bowser left his improvised factory to try to demonstrate the merits of his new invention, it was a case of "show me" upon the part of the public and should-be buyers. It was at that day, harder to secure orders than now, requiring salesmen of high ability to get the business and that notwithstanding hundreds of merchants, after they had placed their orders for the outfits, voluntarily wrote Mr. Bowser saying it was the finest thing they had ever seen, saving them a great deal of money, time and annoyance, that other merchants ought to have an outfit and the equipment sell itself. As we have said, however, it was a case of "show me" as it is today, every fellow was from Missouri that Mr. Bowser and his men called on; they are still from Missouri and the result is it takes salesmen to get the business.

The thing that is in favor of the Bowser salesman today is the fact that the product is now favorably known as being all that is claimed for it and the further fact that the outfits today are so very much superior and more complete than the outfits that were first placed on the market, together with the very much larger field for the equipment.

This, then, should be of great encouragement to the comparatively new salesmen, and the fact that the salesmen in those early days did succeed, and this business has been built up to where it is, is proof positive of the opportunities for success to the salesman of today, provided he IS a salesman and has the proper amount of energy and works like any other workman should work.

Some times new salesmen do not understand the real merit of the Bowser equipment, what it has done for the world and the opportunities there are for them to make a fine success with the line. In the early days of the business, the salesman who was in the field had to meet the fact that the equipment was new and unknown, that the merchant could buy a tank that would hold his oil for \$3.00 or \$4.00, which was very much less than the Bowser outfit could be bought for, and consequently the merchant did not see why the tank he could buy for \$3.00 or \$4.00 was not just as good as the Bowser tank, or, perhaps, if not quite as good, the difference did not amount to very much and the Bowser ought to be sold for \$1.00 or \$2.00 more. It did not amount to very much anyhow, simply consisted of a galvanized iron tank and a pump made out of brass tubing and a little pipe. The old tin tank for \$4.00 would do just as well, etc., etc.

The merchant failed to appreciate what the Bowser tank would do for him and that it would outlast a number of \$4.00 tanks, besides, because of its handling his oils economically, cleanly and safely, it meant many dollars saved to him over the price of the Bowser tank. He failed to appreciate the fact that, while it was true the old outfit was a 26 or 24 gauge, round, galvanized tank with a pump made of brass tubing and pipe, the galvanized iron, pipe, tubing and labor only represented a small part of the expense of the outfit.



He forgot that before there could be any tanks or pumps built, a place must be provided which meant an investment and that investment had a depreciation every year. He forgot that the money put in that investment was worth 6 per cent. interest at the bank, that it took coal to feed the boilers, electricity to furnish light, that there were taxes to be paid and insurance as well, that it meant some one to look after the collection of his account, to straighten out any complaints that he might have to make because of breakages enroute or for other reasons. He forgot that the man who was endeavoring to sell him the goods had to pay from \$2.00 to \$3.00 per day hotel expense, that he had to pay 3 cents, and some times considerable more, a mile for carfare and that he had to have a living out of the business besides. He also forgot the fact that Mr. Bowser had to have something out of the business for his trouble and supervision. He forgot this, and not only so, while the firm did not forget it altogether, they did not appreciate it as would have been to their interest to have appreciated, what these things mean in the business. If they had, the firm of S. F. Bowser & Company would be worth considerable more money than it is today.

While the Bowser salesman today does not meet just the same conditions as the first Bowser salesmen, he finds similar conditions. The merchant, the garage man, either public or private, the factory buyer or the railroad president, when approached, bring up the same old arguments—and it is his business to buy as cheaply as he can.

The new salesman, in going on the road, should appreciate these facts and be ready to and know how to meet the conditions as he comes up against them.

The Bowser outfits to-day and every day have been built with a view of making them as good as the Bowser people know how to make them and the matter of expense has not been considered if an outfit could be made better, although many times cheaper outfits might have been placed on the market at as good prices as were the outfits that were sold.

In meeting the trade the new salesman should understand the Bowser equipment is the best possible that we know how to make and we believe that twenty-seven years in the business nearly puts us where we know how to make the equipment we are placing on the market. He should also appreciate the fact that we could put on the market an equipment that could be sold for considerable less money, making us just as much money; that the equipment would last a reasonable length of time and be satisfactory, but it would not be the Bowser equipment up-to-date; the equipment that will stand the test of time, the test of fire, the test of earthquakes, the test of insurance experts, the test of cyclones and the test of the business man who knows that the best is the cheapest in the end and the thing to buy. He should also know to build such an equipment costs money, not only for material and labor, but for investment, for executive expense in handling the business, for the handling of accounts, the paying of interest, the paying of taxes, the inspection of insurance laboratories, the inspection of city officials and the very big expense of the placing of the equipment on the market, which includes the expense of advertising, of salesmen, and the expense of having a selling organization, which is necessary in the handling of a specialty business.

The Bowser salesman should always remember what it is that makes the price of his equipment—that it is built upon honor, sold upon merit and were the price two or three times what it is, it would be a good investment to the purchaser, that it means safety to the purchaser, that it means convenience to the purchaser and that it means buying a nequipment that will last him a life-time.

New salesmen who will properly appreciate these conditions, who have ginger and ARE salesmen, will find the Bowser line one of the best paying and satisfactory lines they have ever handled and they can have the satisfaction of knowing, when they sell a man an equipment, that the sale means a highly satisfied and appreciative customer.

There is in this business good money for the successful salesman, however there must be ability, energy and intelligence, and with those the Bowser salesman ought to average at least one order per day, averaging \$75.00 to \$100.00 per order. We trust all of our salesmen will work up to this point and wish each of you such success as will be most pleasing to yourself, your district manager and your firm.

Yours, with best wishes,

A. Z. POLHAMUS.  
General Manager.

# Read This Letter of F Western Case Told in

A. H. ALLEN

ESTABLISHED 1902

H. S. ALLEN

## ALLEN BROTHERS

BUSY DRUG STORE

Dealers in Everything Pertaining to the  
Drug and Stationery Business

Manufacturers of  
Pend d'Oreille Remedies  
Exclusive Agents for  
Edison Phonographs

SANDPOINT, IDAHO, November 10, 1913.

S. F. BOWSER & COMPANY,  
Fort Wayne, Indiana, U. S. A.

Gentlemen:—

We have at hand your letter asking us for an outline of our experience with y  
“Gasoline Pumping Outfit” so here goes—

There is no question about your “Outfits” to any one who has had the opportunity of observing the effect, and this effect is the means of saving a whole lot of Dollars and a darn sight of trouble to the Proprietor. We used to sell Gasoline for years in the same old way, and you of course are aware of that way, buying the Gasoline in 5 gallon cans, being too busy to unscrew the lid if it happens to stick, then the next plan take an ax or any old thing handy and put some kind of a hole in the can, fill your can perhaps without the use of a measure or funnel, spill a little, not much of course, then guess at what you have in the can, forget sometimes to properly cork the 5 gallon can, then the first thing you are out of gasoline just when you need some more the reason of course, is that one of the clerks has forgotten to put gasoline on the want list. Then again a party calls for 5 gallons of gasoline and you are unable to furnish over about 2 or 3 gallons, not quite what the party wanted so they pass you up and buy at Jones's place.

One day a great big raw-boned salesman, who talked like he had just run down from the Mainwoods, dropped in our place and wanted to show us a little model of the “Bowser Pump.” We tried to side-track him but his argument was so conclusive and the model delivered the goods so accurately that we just up and gave him an order so he could get out on No. 3, leaving at 6:15, if on time. Well, say, one day that outfit arrived, and something told us that we were throwing away a lot of money

# There Is No More I Good Article Than



# commendation. It is a Frank Western Style

in buying so much machinery just to sell gasoline. First we had to dig a grave and bury this big galvanized tank, holding about 125 gallons. It was quite a job but we finished it, and then loaded it with a barrel or rather a drum of gasoline. Now, instead of being out of gasoline any minute we know for a certainty that we would have to sell some gasoline before we were out. Then there was a long measuring stick which we could insert down the tube at any time and get the invoice of the tank, and again in emptying a drum of gasoline all we had to do was have the tank or drum rolled over near the "outfit," then with their pump we could start the gasoline running, and go in the store if we pleased and let her empty. No pouring or getting the tank up on a box to empty; no work at all. Our competitors did not have this arrangement for selling gasoline, consequently they did not like to handle the product—too much monkey business and no profit. So we began to get a little more business. People were learning where to go to always find gasoline, and all they wanted, without waiting for some one to ask "Jake" whether there was any left in that can that they got the other day. All this haphazard manner of handling gasoline was done away with. Then instead of buying gasoline even in drums and tanks with the work of emptying, we found that the company would deliver the product in large 10 gallon milk cans and empty the gasoline themselves, and by paying cash at the time we bought it for one cent a gallon cheaper. Quite a saving in time, work and cash, so after all the gasoline business became a profitable, pleasant side line. But this story has not all been told. That same old "Yankee" salesman called again, and of course, had something new to offer. He wanted us to make a little more investment. "What?" we said, "on that gasoline outfit?" Well to make a long story short, he just sold us a measuring device and 50 feet of hose, so that we could sell to the automobile trade. We built a platform on the street, had our hose connected with the gasoline pump, and all the auto boys had to do was to drive on and say the word and we filled them up before they had time to think about it. They spread the news and now a whole lot of them know where to get gasoline in Sand Point. When we want a gallon or a quart of gasoline all we need to do is set the gauge and we get the quart or gallon exactly, without question or leakage.

To sum up the whole matter we are for "Bowser's Outfit" strong, and if that salesman calls again, no doubt he will have something worth our while.

If merchants want to get in right on handling oils or gasoline, then the answer is "Bowser's Outfits."

Very truly,

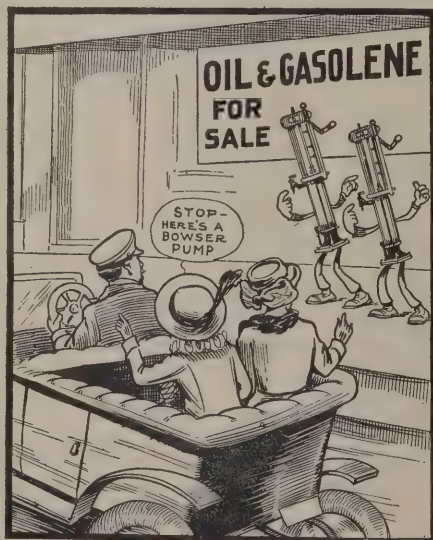
ALLEN BROS.

## ent Argument For A he Truth About It

**Y**OU must certainly be appreciative if you realize the wide advertising scope of Bowser & Company and the effort put forth to assist the salesman.

Bowser advertising has always been in keeping with the high quality of the product and as the business has grown and expanded so has our advertising, until to-day you find us not only in the trade papers but also the general magazines, such as The Saturday Evening Post.

Besides a staff of copy writers, the department also has a force of capable artists experienced in air brush and wash drawing work as well as water colors. It is here that illustrations of the outfits are made and the cover designs and art work of the booklets are done.



## Bowser Automatic OUTDOOR Salesmen for Gasolene or Kerosene Beckon Trade to You

Every passer-by sees the sign and the pump—a black pump for kerosene and a bright red one for gasolene—and you soon own their business.

**Oil Pull Engines** are selling by the thousands, and each one in your vicinity is your legitimate customer for large quantities of oil.

Lamps aren't all out of business either.

Automobiles, gasolene engines, gasolene lighting systems consume millions of gallons of gasolene and distillate.

This business should be yours, and it will come to you with a Bowser system.

The cost is small.

The profits are large.

The business is steady  
and sure the year round.

Write us and we'll show you how to make money.

**S. F. BOWSER & CO., Inc., Home Plant and General Offices, Box 2077, FT. WAYNE, IND., U. S. A.**

Engineers and Manufacturers of Oil Handling Devices

*Sales offices in all centers and representatives everywhere.*

Original Patentees and Manufacturers of Standard Self-Measuring, Hand and Power Driven Pumps, Large and Small Tanks, Gasolene and Oil Storage and Distributing Systems, Self-Registering Pipe Line Measures, Oil Filtering and Circulating Systems, Dry Cleaner's Systems, Etc.

**ESTABLISHED 1888**



**I**N ADDITION to Trade Paper advertisement a great many circulars are mailed to all classes of prospects. For this purpose a well organized Circularizing Department is maintained, where classified records are kept of every Auto Owner, Grocer, Paint Store and Factory in the entire United States and Canada.

This means that every prospect gets at least one circular a year which introduces and explains to him the merits of Bowser Equipment.



## Ford Builds 300,000 Gasolene Cars a Year

A million cars of all makes now in use

They buy a hundred million gallons of gasolene a year

Don't you want some of this business?

You have the first chance at it—are you going to wait till opportunity kicks your door open, or will you get the gasolene trade through the Bowser door?

Motorists look for the *Red* Bowser pump. The merchant with a Bowser gets their trade.

A *Bowser* gives you all the profit there is in gasolene. The "old way" wastes the profit.

Write us and we'll show you how to make money.

**S. F. BOWSER & CO., Inc., Home Plant and General Offices, Box 2077, FT. WAYNE, IND., U. S. A.**

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**ESTABLISHED 1886**

**A**DVERTISING paves the way for the salesman and simplifies his work by acquainting the customer in advance with the nature of the product. It establishes a prestige for the firm, it creates a desire and demand for the goods, it gives it popularity which the merit of the goods turns into public confidence.

When a product is backed by extensive and sustained advertising it means the product is well established in public favor and that a responsible firm backs, with its money, the merit which it claims for the product. It means that the manufacturer has chosen for his sales system a method which depends upon the quality in his article which he dares to point out to you and for which he stands directly and personally responsible.

We manufacture our entire outfit, and know of what every detail of our equipment consists. We manufacture an article of quality which we stand ready and willing to back to the limit.



**How many gallons of Kerosene or Gasolene do you BUY when you refill your tank?**

**How many gallons do you actually SELL and get paid for?**

The difference is your loss.

**Bowser stops** this loss. It's like your cash register or computing scale—your sleepless watch dog.

It abolishes odors, waste, funnels, measures, and puts your kerosene and gasolene business on a business basis.

Tank can be either on the floor or under it. Buried in the ground, or outside your store, your **fire risk** is eliminated. If on the floor, fire risk reduced to the minimum.

Bowser pump measures gallons, half gallons and quarts or pints at each stroke. Set the indicator. It does the rest.

And it costs so little.

You soon pay for it with increased profits.

Write now for further particulars.

**S. F. BOWSER & CO., Inc., Home Plant and General Offices, Box 2077, FT. WAYNE, IND., U. S. A.**  
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**ESTABLISHED 1885**



## *Salesmen Representing a House which Advertises Extensively have a Distinct Advantage*

Bowser & Company's advertising policy has always been broad and liberal. The splendidly equipped department it maintains wages powerful campaigns.

Now just one thing more: Don't expect an advertisement to do its own work and yours too. When it has pulled the inquiry it's up to you to pull the order. We depend upon you to reap the harvest of our stupendous advertising.



## When I Was a Boy I Worked in a Grocery and I Hated Kerosene

So did every other clerk and so did the boss.

And the customers didn't enjoy the odor and taste of kerosene on their crackers, cheese and bread to any marked extent.

Those days are past. **Bowser** abolished the *nuisance* of kerosene selling and made it profitable and pleasant.

Supply safe, out of sight below, or above the floor in a smell-proof, leak-proof, "fool"-proof Bowser tank.

Accurate, automatic measuring insured by the Bowser self-recording pump.

Profits sure. Oil clean. No odors. No spilling. No over-measuring. Every old nuisance abolished.

And it costs so little.

You soon pay for it  
with increased profits.

Write now for further particulars.

**S. F. BOWSER & CO., Inc., Home Plant and General Offices, Box 2077, FT. WAYNE, IND., U. S. A.**

Engineers and Manufacturers of Oil Handling Devices

*Salesoffices in all centers and representatives everywhere*

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**ESTABLISHED 1885**

## WE WANT YOU TO JOIN THE PACEMAKERS' CLUB.

To be in the Club means that you are a success in your business—a Pacemaker.

It's a mighty vital thing, this sales problem. Though your goods be good and your fame world-wide, still remains the need of your hooking up to the buyer; reaching, interesting, convincing the men who say "Enter my order for....." That's your problem—and to reach them in sufficient numbers, at minimum sales cost.

The existence of the Pacemakers' Club and Efficiency Contest is evidence of the Company's desire to help you help yourself in efforts to get the most out of your own opportunities and work.

Remember, that whatever you do in the way of honest, concentrated work, you do *first of all for yourself*.

Only one thing in the world can improve you and better your condition, and that one thing is your own effort. Merely working "fairly well" is not enough.

If you want to run a mile fast, you do not merely jog. You try every day to run the mile faster and faster than you did the day before.

Train your brain, nerves and muscles to regular, conscientious, steady effort. Make up your mind that *for your own sake* you will make your best effort. You will soon find yourself more successful and will end the year A PACEMAKER.



## Bowser Outfits Do Increase Trade

### AUTO COMPANY HAS INSTALLED NEW PUMP.

The Huselton Automobile company has installed a new gasoline pump at its auto supply store on North Main street that is a great improvement over the old one in use. Additional tankage has been installed giving a capacity of 900 gallons or 18 barrels, about double the former capacity of the tankage.

Some idea of the amount of gasoline used by automobiles in the Butler district may be had from the sales of this concern for June. For the short month the sales totaled 6,000 gallons or an average of four barrels a day. Often the supply was exhausted before the day was over and customers were sent elsewhere.

The above appeared in the Butler Citizen, Butler, Pa., August 4, 1913.

**A Bowser Pays For Itself Out of the Additional Profit  
It Makes for the Merchant**



## DONIE BUSH, SHORT STOP.

(An Editorial on the above Ball Player appeared in the Detroit News recently which caught the attention of our general manager. He kindly passed it on to us to read. It so impressed us that we are reproducing parts of it. No doubt all of our readers are familiar with baseball and know that the position of short stop requires a live player as he must cover considerable territory.)

Every fan has his own story to tell about Bush. One will tell you of that day when a player batted one beyond the line between second and first. First was filled, and at the sound of the smash two runners were advancing on bases. But Donie Bush was out there—Bush, s. s. He grabbed the ball, was around at second before the runner from first reached it, threw to first before the batsman touched it—two men out!

Another will tell you of the same day when the ball shot away over toward left-field fence, with Bush after it like a streak. Both Bush and the ball were in the air when they met, and the little short stop was still in the air when he turned to send the ball back where it would do the most good.

And so this one and that will tell you of some play that held him breathless, the swiftness and neatness and accuracy of which forever graven themselves on his memory. "And he's a little fellow," all of them will conclude with something more than mere admiration.

Donie Bush is a player—they like him for that. But that isn't the only thing they like him for—he's a team player. He plays with the serious energy with which some men pursue a science and others run for office. He's the greatest little argufyer with umpires you ever saw, but it isn't quarrelsomeness—it's simon pure earnestness. He is heart and soul in the game—THIS game, the game he is playing NOW. He plays for the whole team, not for his individual percentage. There are so-called star players who go into the game as they would appear on the stage—they are the star performers, and they can't quite forget it. They have personal reputations to preserve, individual records to enhance. Not so Donie. He's of the team, by the team and for the team, sink or swim, first, last and all the time. For him it's the GAME, the whole game, and nothing but the game. And it takes a team—the whole team—to win the game. The fans like that. The man who sinks his identity in the team, his individual work in the score—he's the man the crowd singles out, while the man who believes himself to be the whole and exclusive show finds himself saddled with the misfortunes of the whole team, and sunk amidst them.

They like Bush because he plays, and team-plays. But there's another thing they like him for—he isn't afraid of an error. Errors? Oh, yes, he makes them. One day he and the ball met in the air, and he did his famous flip-flop still aerially, delivering the ball a distance of about two base-lengths—and it struck the ground a little before he wanted it to. But, he TRIED! That's what they like him for. He'll fail doing all that men can do, rather than stand still and do nothing for the sake of keeping an error off his record. It takes stuff to do that. And the fans like it. It's a part of Donie's seriousness, his determination to take every chance to win.

To tell the story briefly, Donie Bush is liked by all because he covers his field, HE COVERS HIS FIELD. He does his best, even when that best eventuates in an error. The errors are made TRYING. "The man who makes no mistakes doesn't do much"—he doesn't TRY.

That's the main thing—to cover one's field, and try. Maybe it's a field to be cultivated. Maybe it's a harsher kind of field—a field to be fought. The game is to cover it, and to try. Wheat fields or battlefields, industrial fields or professional fields, public fields or domestic fields, material fields or spiritual fields, fields well broken by the generations of one's forebears of fields new and stony to our own unpracticed hand—what does it matter?

The game is to cover the field, and try.

Roosevelt once said, "I'm not a good shot, but I shoot often." Even if Donie Bush were not naturally a good shortstop, he tries so hard and so often that he simply can't help landing success.

Failure is the tiredest thing in the world—it soon wearies of buffeting a man who will cover his field, and try.

Failure has no persistence. There's no baseball hoodoo on earth could stand Donie Bush's pace. He'd run it to death. There's no hoodoo on earth with sporting blood enough to follow a man who will cover his field and try. On the tree of reward, reaching toward the boughs of which we give the name of Work, there are not enough apples of failure to keep a BUSY man BUSY picking them. By covering the field and trying, he just naturally wears out the bad crop and comes at last to the fruit of his desires.

Playing hard, playing with the team, playing to win, playing whether you win or not—knowing there's not enough "loses" in the box to last you always—these are some of the hints that may be gathered from the little man whom many Detroit fans would rather see play than any other—BUSH, s. s.



### A SALES ARGUMENT FOR A BOWSER IN EVERY PICTURE.

There are a hundred reasons why a merchant should have a Bowser.—There is not one good one why he should be without them.

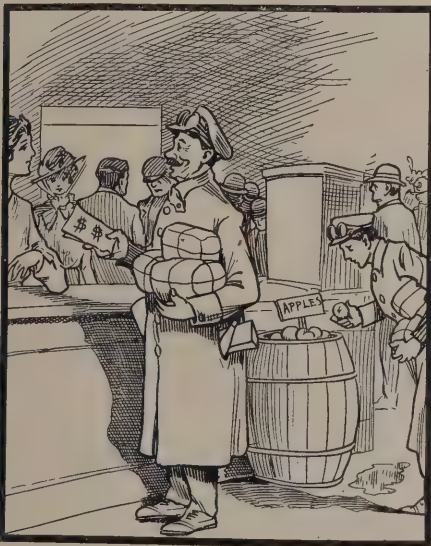


## *Your Assistant Salesman*

Every Bowser salesman has an assistant that covers the territory from border to border and is on the job day and night—

### *BOWSER ADVERTISING*

In the following pages we reproduce a few of the ads that are now running in the Store Trade Papers. These many well-dressed persuasive salesmen are abroad in all the land very industriously proclaiming the virtues of the Bowser product.



## Gee! But Motorists Are a Hungry Lot!

Get them into your store to buy gasoline or cylinder oil and they won't leave before buying a lot of fruit, candies, cigars, bottled sodas, ginger ale, ginger snaps, bologna, cheese, crackers and other good things.

### THE BOWSER SIGN Will bring them in

500,000 automobiles are built and sold every year. The business is growing at a tremendous rate, and motorists have learned that a **Bowser pump means pure, clean gasoline that they can depend on.**

The Bowser System will bring you the gasoline trade in your community and for many miles around.

It costs so little.

It earns so much  
you can't hesitate.

Write now for further particulars.

**S. F. BOWSER & CO., Inc., Home Plant and General Offices, Box 2077, FT. WAYNE, IND., U. S. A.**  
Engineers and Manufacturers of Oil Handling Devices

*Sales offices in all centers and representatives everywhere*

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**ESTABLISHED 1885**

### THE EXCHANGE PROPOSITION.



THE RED SENTRY

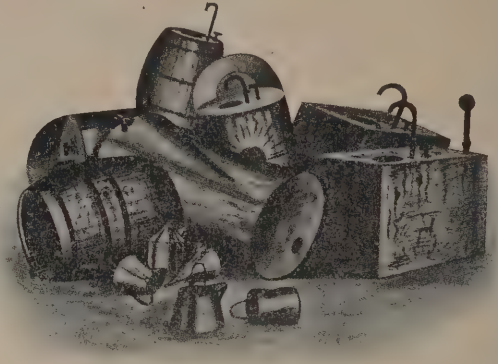
style has been in use and the various changes that have taken place in the making of the goods since that particular style has been in use by the merchant). When you have a thorough knowledge of these goods, your battle is half won, for our present goods will out-class the old-style Bowser.

In no case condemn the other man's goods or the old-style Bowser

Now to illustrate:

In calling on Mr. Kellogg, of Blankville, N. Y., I found that he had a three-barrel, First Floor, half-gallon, old-style Bowser Tank, bought about eight years ago. It was in fair shape. Mr. Kellogg has a very large store and as everybody was busy, it gave me a chance to see what he had before I approached him. At last there came a lull, and I told him who I was representing. He knew the goods at once. Mr. Kellogg told me his present tank was O. K.—and that he did not need any more. I said, "I see that you are busy now, Mr. Kellogg, but Mr. Bowser has requested every salesman to show the new gallon stroke machine to everyone who has an old style outfit, so that if your old style gives out you may be posted in regard to what there is in the market, should you be obliged to buy another tank."

After dinner, I called on Mr. Kellogg, and after waiting for some time, he said, "There is no use in taking any of your time." I told him that I was not going to try to sell him anything, but that I would like five minutes of his undivided attention, so that he might be familiar with our new style outfit, for I felt that he, as a progressive business man, would want to know the new things on the market. I commenced by showing him the Type "B" outfit, and Type "A" with lead bottom. These he seemed to take as his own idea of a tank. Then I showed him the difference in the new style gallon outfit, and explained the improvements the House had made, going from the bottom



Replace the old outfits.

of the pump to the Anti-drip Nozzle. I explained the brass unions, the double brass valves, the double plunger and the iron plate on the tank for bracket, and the idea embodied in the pump to enable it to be removed from the tank. By this time he was a real tank maker, and thoroughly understood the improvements in our goods over the old style. When I was through, he asked the price of the new goods, for of course the gallon stroke caught his attention. However, I did not hear him, but instead I argued that whenever he got ready to buy he should have a five-barrel in place of a three-barrel, and that he should have a type "B" or a type "A" with lead bottom. This time he asked how he might exchange the goods. I told him that Bowser & Co. did not care to exchange, as long as his present outfit was in good shape, and that my object in showing him the goods was that when his present outfit gave out he would know about our new style. When he asked the price again, I told him that his old tank was of value to him, while it was really no value to us, and any allowance we might make would be like throwing good money away. I however, again reverted to the gallon stroke, the new style tank, etc., and the other points which had seemed to appeal to him when I was making the demonstration. By this time he thoroughly liked the outfit, and was ready to talk business. I then said, "Now, Mr. Kellogg, I really did not come in to sell you, but just dropped in because you were a friend of the Bowser, and to show you our new style outfit. As a matter of fact, were I to allow you something for the tank I would be making a special concession, whereas, you know your old tank is really of no value to us. As you know, we do not deal in second-hand tanks."



## Most Profit with Least Effort



**I**F you could handle your oil as easily and satisfactorily as you do your tea and coffee, wouldn't it assist materially in increasing your profits.

Put in a Bowser System and Make the oil handling as easy as handling shelf goods and clerks will wear a smile that won't come off.

### OLD TANK GOOD ENOUGH.

"Don't need a Bowser. I've used my old tank a long while; it's **good enough**."

"Mr. Jones, in times gone by, when you wanted to go to town, you had to hitch up your horse and drive there. It was rough traveling but you lived through it. To-day you can get on a traction car and get there quickly and with comfort. Would you still make the trip in a buggy? Your present system good enough? There was a time when candles for lighting were, too, but since other inventions they have been discarded. You are not in business simply to continue your old system. It's a matter of making money with you, making more this year than you did last. To do this it is necessary to take advantage of the latest time and labor-saving devices, etc."

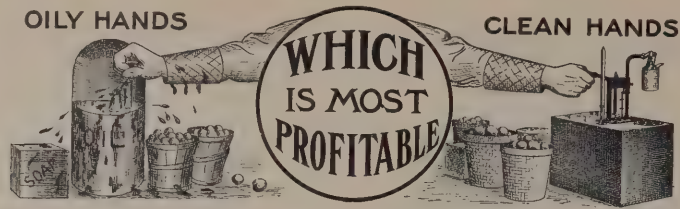
### THE BOWSER A MODERN NECESSITY.

Where would the farmer be to-day without the use of modern methods? Is he more progressive than many city merchants? A reaper or binder costs about \$200.00. It is used but a few months each year. They need repairs and are not guaranteed. The farmer needs them and gets them. They pay him. A Bowser is to a merchant what modern implements are to the farmer and then some. A Bowser is guaranteed, needs no repairs and will last a business life-time. It is needed every day in the year. It is more necessary to the merchant than many implements are to the farmer, and is a better proposition.

I then placed a price list before him so that he might see the prices of the goods. He thought the price was high, but comparing his old outfit with our latest improved outfit, he could see its many features, and thought, himself, that the difference in price was certainly justified by the improvements. I then showed him that the price of a five-barrel, Type "B" tank was \$98.00. "Well, what can you do for me in the way of exchange?" he said. "Well, I'll tell you, Mr. Kellogg, frankly, your old tank is not worth a cent to Bowser & Co., and I ought not really allow anything. However, I will allow you \$18.00 for it on the five-barrel tank, subject, of course, to acceptance at the main office. I will write a letter explaining your friendship with the Company, that you have a nice store, and that it would really pay us to make a special concession to have one of our latest improved tanks in your store. I am inclined to think that the House will confirm the proposition and if they do, you certainly will have no cause to regret the deal."

By this time I had thoroughly convinced him that I was doing him a special favor, which was really a fact. In working an exchange of any kind of goods always see what the customer has, and show him the economical features of our latest improved tank over his present goods. In doing so, put quality in front, while price follows as a natural sequence.

G. E. BIGELOW.



## *A Profit Argument for Packaged Goods*

Weighing out bulk crackers, coffee, tea, sugar and other commodities is not so easy as it seems. To fill the sack right up to the tipping point and then stop, requires a good set of scales and some practice.

We know what we all involuntarily think when the grocer keeps missing the mark, fire one way, then the other. He's an old skinflint, and we'd tell him so if we could get enough ahead to pay cash for our groceries.

After tapping his scales again and again in a futile effort to "just limber 'em up a bit," one hairsplitting retailer received from his exasperated woman customer this helpful little hint: "For Goodness' Sake, Harmson, throw on the scoop. That'll fetch it! Besides, I'm in a hurry!"

That's the way people look at it. So, rather than seem close-grained and miserly, the proprietor and his clerks find it well nigh necessary to throw on a little more for "good measure." And this is a loss, hard to offset in these days of government scale inspection and iron-clad market quotations.

Some quick, wasteless method had to appear to offset this trouble. It came—just as does the answer to most all great needs—in the package.

For the serving of oil and gasoline—came the Bowser, an outfit that makes the serving of these liquids as easy as package goods. It has taken the dirtiest and most disagreeable department and put it on a clean and profitable paying basis.

Why do merchants often have, one-pound, two-pound and five-pound packages of different groceries wrapped up ready for a busy Saturday? **TO SAVE TIME.**

The "Bowser" has your oil and gasoline in quart, half-gallon and gallon "packages" already **ALL THE TIME.**

## *Time Saving*

The value of time has increased so enormously that the economical utilization of it has become a science—in the devising of systems and methods for saving the vagrant minute, now marking the narrow margin between profit and loss.

For the individual, time-saving to-day is the most important of arts, making towards the creation of dollars.

Every grocer is glad to take advantage of these time-savers, is he not?

The poorest argument he can put up for not buying a Bowser is "because he always has used the slow old method."

Time is worth more to-day than it was twenty-five or thirty years ago. Here is a specific instance of the value in time-saving a Bowser would have been to this merchant:

I noticed a man and woman, since they were the only persons in that section of the store, aside from two clerks who were busy.

"Will you please send us a clerk to give prices on these dinner-sets?" the man said at length, addressing one of the clerks.

The latter looked up, disturbed, from his work. "I guess there'll be somebody along in a minute. They just went to draw oil," he said, and turned again to his work.

Now, a man with money in his pocket, to spend, is a good deal like a skittish horse—you've got to handle him skillfully, or he'll run away.

This man proved the rule. He and his wife waited no longer, but left the store.

It was almost inconceivable to me. They had come to that store to trade, had been neglected, and were now allowed to escape without one effort being put forth to hold the sale.

And yet this store was maintained at enormous expense to do business.

In the light of this incident, it is not difficult to understand why a sheriff's notice is frequently posted on the door of a business house. The owners of a business spend hours in conference over so-called important deals and plans. But the small saving in time and labor and slopping and spilling in drawing oil—this they neglect. And the small savings are what mean dollars in business.





A very important question that the grocer must consider at this time of year when roads are still good, but might any day be in such a condition that they are hard to travel, is the question of whether he has enough oil on hand. To the merchant, who is located in the small town off of the railroad, this is a very important and serious question.

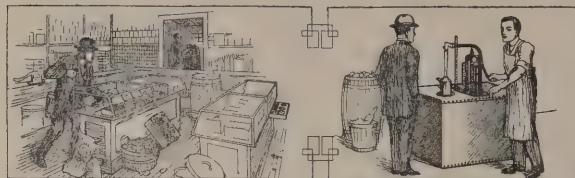
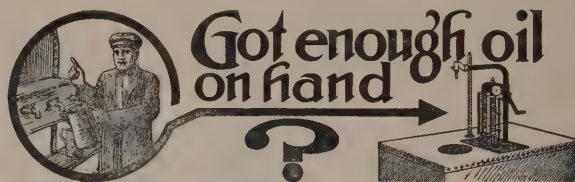
Every BOWSER oil tank is equipped with a float showing the approximate amount of oil on hand at any time. You can read this gauge twenty feet from the tank by a glance and is an alarm clock on your oil storage, which tells you when the tank should be refilled.

One of the best pieces of advice a Bowser Salesman can give to the grocer and the most valuable suggestion a grocer can receive is the suggestion that he have ample storage for winter trade, bridging over infrequent deliveries caused by bad roads, and securing the advantage of buying oil when the market is low and profiting by the advancing prices.

Coal oil is always cheaper in the spring, summer and fall, than it is in the winter and the merchant who has adequate storage can put in a good supply of oil when the market is the lowest and take advantage of the increase in price during the winter months.

The merchant, who does not desire to put in sufficient storage for five or six months, can at least put in a twenty barrel tank so that he can take the entire supply of an oil wagon at one delivery and avoid the possibilities of the roads becoming so bad that the regular weekly supply wagon could not make the regular trip and the merchant thus be without oil.

The merchant, who has regular customers, who depend upon him for the supply of oil, has a responsibility along this line and if he has any intention at all of keeping in step with the present business movement of giving service to patrons, he will see that he has a BOWSER Outfit of sufficient capacity to avoid disappointment and inconvenience to his customers by being without oil at any time.



This picture illustrates how "pilfering" is accomplished as referred to in the following case which occurred in Grand Rapids—Below is a news clipping from the Grand Rapids News of the affair.

### GET OIL CAN WORKERS

#### Detectives Arrest Pair of Young Till Tappers.

#### Albert Caldwell and Oscar Hansen Admit Raids on Cash Drawers of Grocers.

"Look for the little red oil can." That was the watchword which detectives remembered in their work recently and which led to the arrest of Albert Caldwell, sixteen years old, of 379 Second street, and Oscar Hansen, seventeen, of 57 Springfield avenue. The relation of the oil can to the arrest is explained in this manner: Several times after storekeepers had missed sums of money from their tills they remembered having waited upon two boys who bought oil from them, carrying it away in a small red can. That practically was the only clew the storekeepers could furnish the detective bureau in reporting the robberies.

The boys, in their little raids on the tills of a dozen stores, secured a total of about \$100. All went well with them until Saturday night when a detective spotted young Hansen on his way home, carrying the incriminating bit of red tin. Sunday

both boys were arrested and placed in cells at police headquarters.

It was after the boys executed a robbery from the store of Frank McDonald, 328 North Ottawa street, and the ensuing search for them, that they were caught. That day, according to their customary plan, the boys ordered some gasoline at the McDonald store and while the proprietor went to the rear to secure the fluid the boys took advantage of his absence and took \$20 in change from the cash drawer.

Detectives believe an end has been placed on many annoying robberies in the arrests of the boys, who are said to have confessed to numerous thefts. The stores which they admitted robbing and the amounts secured from each are: C. D. Chilver, 277 Gold street, \$6; C. R. Dillman, 32 Grand avenue, \$24; Mrs. C. M. Williams, Michigan avenue and Diamond street, \$2, and a grocery store at Hall and Division streets, \$4. In each of the robberies the boys worked with the little red can.

Arraigned in Police court today the boys waived examinations and Judge Hess held them to the present term of Superior court under bonds of \$500 each.

It was learned later that these boys got over \$800 from small merchants in Grand Rapids.

It is unfair for merchants to tempt the weak by allowing them to be in the store alone. When oil is stored in the back room or back yard it gives an opportunity for thefts. Store your oil and gasoline in a Bowser which permits you to handle it on your store floor, handy and convenient at all times. Every Bowser salesman is a public benefactor in inducing the installation of Bowser Equipment which reduces moral risks as well as fire risks and established the oil department on an "honest measure and square deal" basis.



# The Origin of the Units of Measure

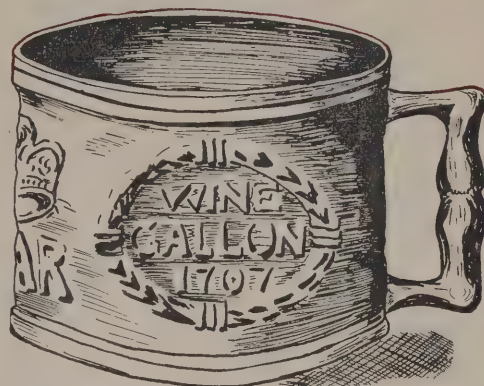
A recent magazine contained an article on the origin of the Units of Measure, which quite likely will be interesting to our readers and we have taken the most interesting parts from it that perhaps apply to a good measure.

That wine flowed freely in early times is shown by the fact that the first standard unit of measure was in the measure of wine.

That wine flowed freely is shown by the fact that this measure was not a gill or pint or quart, but a gallon. The first accurate definition of the gallon was made in 1266 in the reign of Henry the Third when it was provided that "Twelve pounds do make a gallon of wine."

A statute of 1689 decreed that the wine gallon should be 231 cubic inches. This official measure is shown in the accompanying illustration. This standard was prepared in 1707 and is now preserved in the Jewel Tower at Westminster, London.

This wine gallon continues to-day as the legal standard of liquid measure in most of the

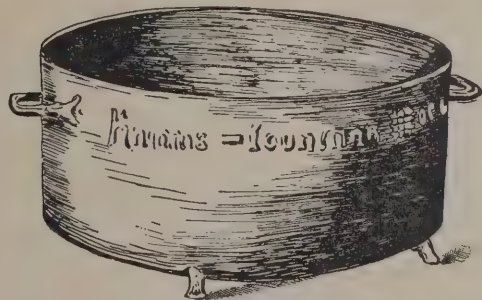


The Original Standard Wine Gallon of 231 Cubic Inches Preserved in the Jewel Tower at Westminster

is absolutely no standard for them. One factory will make measures for the entire United States adopting their own idea as to the capacity of the measures or making them in accordance with certain states in which they sell, resulting in a general inaccuracy of tin measures all over the country.

BOWSER equipments are adjusted to the United States Standard of Weights and Measures, every pump being absolutely accurate.

The dry and liquid measures in the United States bear little relation to the measures now in use in Great Britain. In 1826 England gave up both the wine gallon and the Winchester Bushel and adopted in their stead the standard bushel, which is called the Imperial Bushel, which contains 80 pounds of distilled water at sixty-two degrees Fahrenheit or 2218.192 cubic inches, this about three per cent. larger than the Winchester Bushel. The Imperial Gallon is used for both liquid and dry measure.



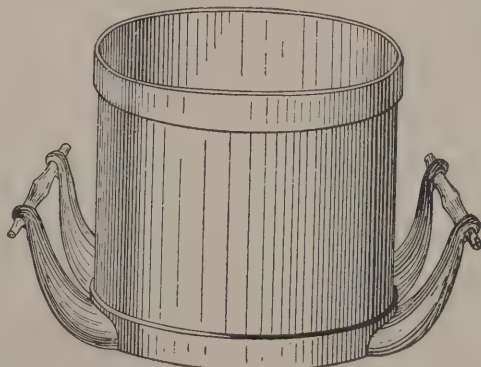
Winchester Bushel, a Cylinder 18½ Inches in Diameter and 8 Inches High, Containing 2,150.42 Cubic Inches

states, though Great Britain abandoned it in 1826. The quart based upon it contains 57.75 cubic inches.

Along with the first definition of wine gallon in 1266, was also provided that "Eight gallons do make a London Bushel." There are many arbitrary definitions of the gallon in various states, some of these follow:

Twelve pounds of strained honey in Nebraska, six and one-half pounds of kerosene in Kansas, seven and one-half pounds of kerosene in Ohio, eleven pounds of sorghum molasses in Indiana, eight pounds of castor oil in Kansas.

Perhaps these facts will illustrate why the store keepers make mistakes in trying to deliver oil in the ordinary tin measure. There



The Imperial Gallon, the Present Standard of Both Liquid and Dry Measure in Great Britain, Contains 10 Pounds of Distilled Water, or 277.274 Cubic Inches

## The Critical Moment or When and How to Close an Order

By E. M. SAVERCOOL, Western Manager.

### THE MOST IMPORTANT FEATURE IS TO CLOSE AN ORDER.

When and how to close are educational, consequently one must be a student of human nature to know when and how to be able to close other than the occasional order which would be given by the buyer who was really in the market before the salesman called and who had premeditated buying. In fact, the salesman should have taken a post-graduate course in his line and not only be thoroughly conversant with the simple mechanical details in connection with our outfits to such an extent that he can give an intelligent and plausible as well as correct answer to any question which may be asked by the possible purchaser. He should also give much thought and careful attention to everything which directly or indirectly pertains to the business. I believe that the whole structure of continued, successful salesmanship is built upon one word, **confidence**. Study it well and you will agree with me. No word in the English language has been responsible for greater success, possibly no other word is more abused.

Obtain the complete confidence of a man and you can sell him anything. This has been demonstrated by men engaged in illegitimate business, such as selling of gold bricks or Lawsonizing many intelligent people. To gain or retain the confidence of the buying public, one must know what they are talking about and to carry conviction, which is very necessary at the critical moment. The fact must be apparent that what you are saying to the purchaser is based on absolute facts and truths.

The buyer, as a general rule, has no intention of purchasing an oil tank and the fact that he does give an order is based largely on the fact that we are able to convince him that it will benefit him or his firm to make the purchase. The mere request on the part of the salesman to **Give Me** an order will **Not** get the **Business**. The salesman must be so thoroughly educated in his line that a direct request for an order is not necessary. In fact, our knowledge of oil tanks and the whole system of oil storage must be such that the merchant or buyer, let it be the grocer, architect, or mechanical engineer is quite sure that we know our business in every detail, and are compe-

tent to show him a system of oil storage which will be to his positive advantage to adopt; and that by buying the particular tanks you are presenting, it will be to his advantage from a financial standpoint and positively save money. There are, of course, the elements of safety and cleanliness, time saved, correct measurement, perhaps reduced insurance and the many individual features, with which we are all familiar, but it all revolves back to the one thing—**Will This Save Me Money?** Very probably the buyer will not ask this question, but it is in his mind all the time, and if we have in our talk and demonstration clearly impressed him with this fact, when the critical moment arrives his mind will be made up to buy; in fact, the good salesman has carried the purchaser right along to this point at every stage of the game.

To be able to do this the salesman must study their business, not only during the day when actually engaged in selling goods, but outside of working hours—Saturday evenings when the ordinary salesman is playing penochle or pool—worse still, telling other travelers about the hotel all about his business. (Right here, let me say, cut that out entirely).

The first information salemen should obtain from purchaser is, What oils do you handle? (Be sure and get them all down; he may be a grocer and you think handles kerosene only, and by asking this you find he retails considerable gasoline or paint oils). Second—How is it stored and kept at present? Third—How is it received, in barrels, drums, or from the oil wagon, and in what quantities? Fourth—How issued, whether in small or large quantities; that, is, what are the largest and smallest cans filled and the proportion of each? Take a pencil and paper, put these things down; it is strictly necessary for your success that you know, in order to talk intelligently and mark my word, it impresses the merchant that you are thorough and know your business and you at once gain his confidence. Next show this man the best method to handle his oils. Do not ramble along over the whole line,—do not generalize, but get right down to business and show him how to save money. If you cannot do this your education in the oil tank business is at fault, and the longer you talk the farther you get away from the critical moment—in fact it will **never** occur. Do not criticise the man's present methods, but carry the conviction that you are an expert in your line and he will not only pay heed to what you say, but adopt your ideas, and that means orders. It will be folly to tell him you were an expert, but you can tell him that you have given very careful study to the question of oil storage, and that you are sure you can show him a



plan which will do away with all the disagreeable features in handling oil, besides positively save him money. It is my belief that salesmen, or a certain class, in all lines, either depend on luck or the reputation of their goods, or the firm to sell their goods. In other professions it is not so. The medical school turns out a young doctor who is theoretically bright, or the college turns out a teacher who knows his books. They go out and make a start in their profession, and if they do not study and delve into their profession continually they drop by the wayside, and why not the same with salesmen. Ours is a business that is rapidly changing; times are strenuous to say the least, and those who do not give much thought to business will drop by the wayside. Some men talk much and make no impression. Recently one of our boys came back from a trip—business had been bad—I asked him what was the matter—anyone need tanks? Yes, lots of them. Price too high? No. Do they say your goods are poor? No. Got anything against the firm? No, there is no particular complaint; I just can't sell them. I don't know whether I talk too much or not enough. I get them apparently right to the point and can't get an order; if you were there they would buy. I am convinced I am not a salesman—in fact, I am a dead one. Now this man has been one of our best salesmen—man of sterling qualities, the best of habits, and is a salesman for the reason that he has demonstrated it, but has lost all confidence in himself, and I am afraid had not given the whole questions pertaining to it any particular study and thought outside of business hours. I believe he will be back in his old-time form again in the future.

I was once waiting in a store in Mississippi. The buyer was busy. A young man walked in, brand new grip, new store clothes, light tan gloves, stepped up in front of me, asked the buyer, who was weighing some sugar for a lady who was in a hurry: "Do you want to buy some cigars?" "No, most certainly not," was the reply. The young cigar man stepped over to me (having enough common sense left to note I was a traveling man) and said, "Will you tell me are any of the merchants in this town involved." I said, "I guess you are safe—shipping any **you** can sell." I wonder what he is doing now. Under such conditions the critical moment is never reached, and with proper education and thorough knowledge of your business and of human nature I sometimes think that we pass the critical moment without knowing by commencing to sell our man as soon as we begin talking. One important feature in closing an order—keep your

price back until you have shown the man just exactly that which is suited to fulfill his wants. Do not kill the partial desire to buy which you have created by quoting a price on a lot of stuff before you know, or have shown him just what he needs, both as to style and capacity.

A very strong point to be kept in mind is the fact that you are determined to close the particular order upon which you are working. Keep this positive determination in mind all the time and the chances for failure are greatly lessened; bearing in mind it pays to make the effort whether the deal is small or large on account of the fact that the greatest volume of business in our line is made up of a large number of small orders rather than a few very large ones. If it pays to initiate a small purchase, it will certainly pay to carry the deal to a successful termination. Probably a weak point with all of us is the fact that we do not always determine just when we have reached the psychological moment, or the time when our customer has fully made up his mind to buy, and sales **are lost** by not grasping the opportunity to close the order at just the right time. Only by close study of individual customers can this be determined. In some classes of trade, like the grocer, I believe that, taking it for granted and having the order book at hand and commencing to make out the order is the proper thing. This will also apply to a considerable extent to the owner of public or private garage, while with large factory, where corporations or agents acting for others are buying, we must have an acceptance of our proposition—even in this case always take it for granted that they will accept. I never ask the hotel man if he thinks he can cash a check or money order, but hand it to him endorsed, and ask him if he will please send it to the bank and get the money for me. As I have not raised any question, but put him in the position where he can see I expect the money, it is reasonably sure I get the money.

I have seen a salesman have a man sold and not realize and keep on talking and showing him other things in the line—in fact, keep right on talking when the sale was all made. Study this point well—**when is the sale made?**

The average grocer rarely says, "**Yes, I will take an oil tank**" in so many words, but he does show by action and conversation that he will take one of you. Ask for the shipping directions, make out the order and get out.

To be able to interpret all that is going on in the mind of the customer is impossible, but a good judge of human nature, who always makes the best salesman, is able, by careful attention to discern about what your opponent is thinking of. I call him an opponent for the

reason, that, as a general rule, at the first of the interview he is opposed to buying and, if so, he buys only on account of your being able to present your proposition in such a manner that he believes it to his advantage to do so.

I have heard it said of some men on the road that his goods will sell themselves. How much faster they will sell when they have a real strong, live salesman to help. Our line, especially high grade in every respect, has so many good features that can be made strong that I could talk a week to a man, telling him why he should have one or more Bowser Oil Tanks. It may be that many interviews are necessary to close an order, but hold each one, as far as you are concerned, to the point. Always keep in mind that you are going to make this particular sale. Present to the customer the outfit suited to his needs, tell the truth; believe in your goods; **know** you are right and that your prices are right. A question on any point by the customer must be answered with decision, which will carry conviction and stop argument on that point and drive the negative from his mind. An intelligent interest in matters pertaining to oil tanks will help greatly to close an order. The well informed man on general business questions which have any bearing directly or indirectly on the storage of oils, will have a great advantage.

A Gasolene Tank sale is on; the customer questions as to how he can use the tank on account of local fire boards, insurance rates and as to whether it will pay to buy a tank. He has ideas of fixing up gravity system and many other things. It will be admitted the chances are all in favor of quickly selling this firm a gasolene storage system, if the salesman can readily answer all these questions with such decision as to carry absolute conviction to the mind of the purchaser.

The same applies to a kerosene tank sale or any other outfit in our line. Costs too much money? Salesmen, believe that your goods are the cheapest high grade store fixtures in the world and you can answer that question with such a brief, convincing argument that he will not discuss it further. Sealer of weights and measures will not allow its use. Settle that quickly by a guarantee and offer of a bonus for information where anyone has discontinued their use.

Salesmen be **positive in statements**, and by all means eliminate the negative from your own mind. You have presented your goods; your customer hesitates; apparently you cannot get the order. You are determined to convince, even though you have to call several times. Bear this in mind, that man **ought** to buy it; it will be a good purchase for him.

You have the sale almost made. Remember if you lose that order, it will be just like taking \$50.00, more or less, in cash right out of your pocket and your endeavor will be so earnest that you will close the order.

The psychological moment has arrived; you are closing or losing the order. Be deliberate and convincing. Let every word count; drive them home as you would a spike. To my mind frivolities, jolly and rambling talk are out of order.

**Clear, intelligent, convincing** knowledge of your business counts now. Do not talk too much; better say little and get attention and at the moment do not question as to whether the customer will buy. Positively take it for granted that the sale is made. Help with your decision. The purchaser's mind is now receptive and ready to absorb the argument which you tersely placed before him.

To my mind, to close the order requires thorough knowledge of your business and all that pertains to it. Earnestness, facts clearly set forth showing the advantage in buying, impression of truth, confidence of purchaser by salesman who feel they are representing the best firm in the world and have a line of goods unequaled. The salesman should realize that it is one of the most honorable professions.

Regarding high grade men of good business qualifications and absolute integrity, neat appearance and whose conduct is above reproach; these attributes will help close the order by commanding the respect due the salesman from the buyer. I have little faith in funny stories; hale fellow well met, or the slap on the back.

In conclusion I would say, let us study our business constantly, map out our programme systematically in the evening for the closing of the order on the morrow. The oil tank business of to-day is one that requires much thought by the one who would succeed. Unless we do more of these things, the other fellow who **does** will close the order.

I have given you something more in the line of a sermon than an expose of how to close an order, but would ask you to think it over carefully and if someone can close one extra order on account of giving the oil tank business, in general, a little more thought, I shall feel well repaid for my efforts.

Bear in mind, while I nor no one else can give you the specific argument to use on account of the various conditions existing, this is all the more reason why we should study our business closely, with the knowledge that we will be amply repaid by making many more sales and reaping corresponding benefits in a financial way."



# The BOWSER BOOMER

Vol. VIII

November 26th, 1913

Number 35

## THANKSGIVING NUMBER



"HAVE YOU GOT YOURS?"

## Our President's Thanksgiving Message



*President S. F. Bowser*

I wish to acknowledge in this, our Thanksgiving issue the many blessings we have been permitted to enjoy during the past year, for which we are truly thankful.

First: The health of all of us and our families has been fully up to the average.

Second: Our business this year has generally been very satisfactory, as may be supposed when you know that it will exceed last year by about One Million Dollars, which is a gain of about 33%. On a small business this would not be so noticeable, but a gain of this sort, over our banner year, is indeed very gratifying.

Third: We have added to our Canadian plant four times the room that we did have and to our Home plant we have added a very large addition and reconstructed our Power plant at a great cost, so that now it is second to none in the country in point of efficiency.

Fourth: For fire protection, we have installed a first-class Sprinkler System in our Canadian and Home plants at a cost of about Forty Thousand Dollars.

Fifth: We have made greater headway in improving our goods than any previous year.

These are a few of the larger blessings that have have been ours this year and I wish to emphasize the fact that in our building never did things come together quite so nicely as they have this year; even the weather has been unusually favorable. If it continues this week we will have our large new addition completely inclosed, after which we will be ready for any kind of weather that may come.

We truly feel that it is very befitting for us to join with our State and Nation in giving thanks to Almighty God for the many blessings that He has given to us all. May we, by our humility and obedience to His divine commands, the coming year, be worthy of His continued favors, for which may we ever be profoundly grateful.

With kindest regards, to all. I am,

Most sincerely yours,

*S. F. Bowser*



We are indebted to Manager Barnett for the following:

\*\*\*\*

### TRAPPINGS.

(By George Matthew Adams.)

Trappings include the unnecessary little doodads and fancy here-and-there that add weight and worry to Worth While business. Most of us carry Trappings, at that. They fall heir to us—we scarcely know how or from whom. But we know we take to the daily knowledge that we have them with us.

Trappings are Valueless—drop them.

The greatest accumulators of Trappings are Idleness and Don'tareness. They overburden and load to back breaking brilliant Brains and big Bodies. The Producer wants no excess Trappings about him—he demands his track clear and clean in front of him and insists on Light equipment. And he who Cares is not going to allow impediments to hold him from his Purpose.

Trappings are Valueless—drop them.

Anything that takes from your Efficiency is a Trapping of some sort. Even another man or woman who insists on taking from you Time that belongs to you and in which you are engaged in some useful manner becomes a dangerous Trapping that should be dropped and fled from. For Trappings are Trippers. No one is entirely safe and free to do his best if loaded with a lot of Trappings.

Trappings are Valueless—drop them.

\*\*\*\*

### MR. ROCKEFELLER'S SECRET.

Mr. Rockefeller, playing golf, missed quite an easy shot on the green. His ball didn't go into the hole. He stopped the game and kept it waiting while he made the same shot over fifty times, to find out just why he had missed it and how he could avoid missing it next time. That gives you an idea of the way he gets things done.

Arthur Brisbane, the brilliant editor of the New York Journal, prints the above and comments as follows:

"It wasn't what Rockefeller did in the golf game that made any difference. It was what the fifty times trying told about his character."

Why not apply the Rockefeller story to your Bowser Salesmanship? If you are doing it in a careless, ineffective way, missing sometimes and hitting sometimes, put your brain on the problem and stop missing. To do so may not make you a Rockefeller, but it will make you a better "player of the game" than you are.

### PACEMAKERS

What is a Pacemaker? A Pacemaker is a functionary of commercialism. It is usually of the male gender. A Pacemaker is much averse to "No" for an answer, insists on changing such answers at will to yes," and accomplishes this hazardous feat without shame or regrets. This is because he knows more about the proper thing under discussion than his listener.

A Pacemaker can always be relied upon to do the right thing. For this reason trade arranges conditions according to his suggestion.

Pacemakers have only one trouble—that is, to decide whether to be president or land on the bronze tablet. Sometimes they choose both.

The only Pacemaker that is absolutely sure he is a Pacemaker is the one that becomes a PACEMAKER PLUS.

\*\*\*\*

Since our last issue we have been receiving communications from readers all over the world urging us to extend our closing date for the club.

This we cannot do owing to all arrangements having been made to close it Saturday, November 20th, so those "Nearly-in's" will either have to secure the necessary points before that date or be placed on the "waiting" list for next year.

\*\*\*\*

### WANTED

An expert and competent Court Bailiff for duty during session of Pacemaker Club. One who knows how to handle weapons and keep order. Must have the moral, financial and physical ability to enforce the rulings of the Judge and verdicts of the Pacemaker jury. W. E. Comstock of New York, Bailiff last year, will be given preference if his application comes in first.

\*\*\*\*

To "lose out" in securing membership to the Pacemaker Club composed of and to which only trained salesman of high ability and great power are eligible; is a real calamity, Do your utmost to avoid it.



Silver Loving Cup which goes to the district office securing the largest per cent of quota during the year  
Toronto won it last year and Atlanta won it the year before. Who will win it this year?



Branch Office Standing November 22, 1913

46th Week

San Francisco

Minneapolis

Albany

Dallas

Toronto

Denver

Fort Wayne

St. Louis

Chicago

Atlanta

Harrisburg

To hear Mr. Savercool tell about it, his conversation would start about like the following, according to his recent letter:

"After all, things are happening just as they ought to happen. San Francisco is in the lead for the cup; we are going to get at least one man on the Bronze Tablet, and we will have eighteen or twenty of our boys at the convention, at any rate the largest delegation there. The only reason we will take no other first honors is only because there are no others to take, etc., etc."

Now if Savercool does accomplish all those things, who will criticize him for it? Would you want he and his men to bury their talents? But hold on! there are eleven other districts to be reckoned with, everyone of which is an organization of salesmen full of ambition and equipped with ability and determination. If any of them beats San Francisco to it, they will be doing only what is human and most natural for them to do. Will they do it? That remains to be seen.

**H**OW are you going to feel about the standing of your district at the Convention? At this convention the Silver Cup, valued at \$450.00 will be presented to the office securing the highest percentage of quota for the year.

If your seat at the Banquet Table is not already reserved, opportunity is still yours to participate on this occasion and is well worth your strongest efforts. You know how your district stands! You know the reward! "Make good for your district."

This will be purely a week of entertainment for men who have "made good" and will be of great value in an educational way, as well as one of much pleasure socially.

*This is for Prize Winners only. Will you come?*

Not only be an individual winner but make your district a winner.

Twenty days still left in which to do it.

# The Bowser Boomer

PUBLISHED WEEKLY BY

S. F. BOWSER & CO., Inc., FORT WAYNE, IND.

Edited by C. H. DAVIES

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS EMPLOYEES

NOVEMBER 26, 1913



The present market considered, you can at least be thankful if you never really cared much for eggs.

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## FORGIVING DAY

"WE" one of the 90 millions who might be President of these United States, do hereby proclaim and set aside Thursday, November 27, 1913, as a day of general forgiving.

This is intended as variation of the old and well known Holiday called Thanksgiving, so those who think they have nothing to be thankful for can surely find a lot of things to forgive.

First let us forgive Congress for its many new laws, among which is a "New" tariff law, and Government errors of omission and commission—(Presidential Veto and Interstate Commerce.)

Let us forgive Dunkelberg for those "Chestnut" stories he tells at our Conventions; and while we are speaking about Conventions, don't forget to forgive T. Caldwell Potts for falling down and breaking that cut glass water set he was about to present to President Crandall.

By all means, look with charity upon the Beef Trust which continues to uplift the cost of living.

No one is born President, some acquire Presidents, while YOU have Presidents thrust upon you. Let us forgive Benham for copping that honor and dare him to do it again. Let us forgive Zahrt for the General Letters he writes; Rudyard Kipling for writing nothing and W. E. Comstock, Court Bailiff of last year's Pacemakers Club, for righting wrongs.

Now let us be thankful in the good old fashioned way that we haven't more wrongs that we have, to forgive.

We take pleasure in announcing several new subscribers to the Boomer all of whom we have not yet had the pleasure of meeting. They are subscribers, however, even if it is by the same rule some men are democrats—because their father and grand father were.

Be this as it may, we are pleased to report the arrival of a new daughter, born to Mr. and Mrs. H. M. Bowser. Mr. Bowser is second vice President of the Company and is known personally by practically all salesmen who have ever visited the factory.

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L. E. Porter, assistant to Mgr. Hasting of St. Louis also sent us the glad tidings of the arrival of daughter Catherine Louisa at their home. We join with their friends in congratulations.

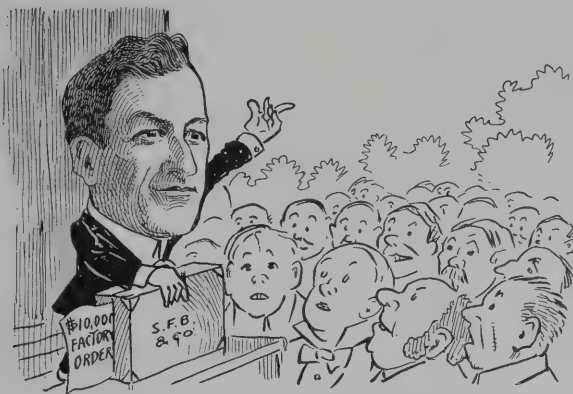
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We have received so many earnest inquiries from those who have never attended one of our conventions, as to whether there will actually be speakers of National fame on the program, that perhaps a further word on this subject maynot be amiss. The answer is emphatically "Yes." We have no hesitation in saying to these friends that they apparently do not appreciate that the Pacemakers Club is the greatest organization of its kind in the world—that its members are composed of the GREAT in one of the greatest selling organizations in the United States, and the entire program will be in keeping with the occasion.

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Ed. Englebert, who is one of the Big Six in Milwaukee, was a visitor at the factory yesterday. He is doing some great work among the garage people in Milwaukee, especially the Public Garages, having averaged a wheel tank nearly every week he has been in the territory. These sales, together with other business he has secured, has given him a splendid record, and we are sure that if he had been with us before July, he would have been a Pacemaker.





Among the amazing orders which have recently been received, comes one from the Ford Auto Company. It reads as follows: "Ship — Cut 44 Outfits and — Cut 115's."

This nice piece of business was written by a successful salesman of wide reputation in a particular field. We refer to Prince Charming, alias Jack Armstrong, alias Herb Armstrong, and known to the Sporting Fraternity as one of the seven best billiardists on the selling force.

The BOOMER reporter recorded this fine sale about as unconcerned as a ship's lookout makes his reports, whose ordinary and agreeable duty is to announce that a familiar landmark is once more two points off the starboard bow and that all is well." This is because big orders from Mr. Armstrong are not new and unusual.

Thanks J. H. A few more of those "familiar objects" if you please.

\*\*\*\*\*

### SPECIAL NOTICE

The Boomer takes pleasure in an advance announcement of a part of the Pacemaker program to wit as follows:

From official and private advices we are enabled to state that the "Eggy-Dev'y" bowling tournament is now assured. Nothing remains but to complete the details of management.

This announcement is not only of vital importance to the Sporting world as a big event, but is a personal assurance to every Pacemaker attending the convention that he will get his money's worth.

Details later.

## EVERYBODY'S DOING IT!

### DOING WHAT?

#### Joining the Pacemakers Club.

Very interesting contests now, very interesting. And the center of interest? Well, the "forty high men" and the Branch Office race. And the issue? to see whose names will appear on the bronze tablet and which district will win the loving cup.

None of the other things that people talk about are worth the words. They must talk about something else part of the time and they do, but it's just to fill in space. S. F. himself talks like a prophet about the men in the lead and the probable outcome. He expects and predicts that "there will be over one hundred pacemakers this year."

Precisely so, Mr. Bowser. If you could see the special "Dope" sheet of men nearly in that we expect to get in before the 20th, you would say "about a hundred and a quarter."

Of course there will be scores of Salesmen that may get 500 points before January 1914, but the trick is "to get 'em on or before DECEMBER 20th."

#### DON'T FORGET THAT.

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To be a Pacemaker is a sign one has reached the age of discretion and the ability to guide a pen or pencil in the hand of a Prospect.

The very existance of such a Club ought to be an inspiration to all men. While it does not teach a novice how to secure orders, it is mighty convincing that the accomplishment in goodly numbers is within easy reach of the ambitious.

It is a pity there is no particular celebration or reception arranged for those sincere and often brilliant writers of orders whose well-trimmed lamps, though of lesser candlepower than a Pacemakers, and visible at no great range, yet burn with neither smoke nor splutter and shed a steady light.

If there were one, one of the first names enrolled upon it would be E. P. Walker whose work in Pennsylvania is especially clean and consistent.



The above illustrates the Bronze Tablet upon which are engraved the names of the three salesmen who secure the greatest volume of business during the year, regardless of the lines worked. The tablet will adorn the walls in the corridor of the main office, in a conspicuous and permanent position.



## Standing of Forty High Men, Volume of Business November 24, 1913

NAME	OFFICE	NAME	OFFICE
1. J. H. Armstrong.....	Eng. Sales	21. H. A. Leonard.....	Chicago
2. M. C. Benham.....	Minneapolis	22. R. S. Johnson.....	Eng. Sales
3. E. L. Milliron.....	Eng. Sales	23. R. G. Fisher.....	Denver
4. W. V. Crandall.....	San Francisco	24. K. F. Hessenmueller.....	Ft. Wayne
5. A. E. Moffatt.....	Toronto	25. L. F. Loeffel.....	Atlanta
6. E. F. Klotz.....	San Francisco	26. W. J. Magrane.....	Chicago
7. G. W. Scott.....	Harrisburg	27. W. C. Smith.....	San Francisco
8. S. A. Collins.....	Albany	28. A. F. Todd.....	Atlanta
9. N. A. Ring.....	Albany	29. R. H. Sherlock.....	Chicago
10. C. M. Carpenter.....	Albany	30. W. F. Eastman.....	Albany
11. G. H. Reuben.....	San Francisco	31. W. Y. Robertson.....	Toronto
12. A. E. Darling.....	Minneapolis	32. A. T. Stata.....	Ft. Wayne
13. Lewis Smith.....	Albany	33. C. F. Comstock.....	Harrisburg
14. R. T. Lawrence.....	Minneapolis	34. F. E. Walters.....	San Francisco
15. H. J. Jeavons.....	Toronto	35. James Ward.....	Minneapolis
16. T. C. Potts.....	Ft. Wayne	36. A. L. Casey.....	St. Louis
17. E. B. Bachman.....	Atlanta	37. F. W. Devereux.....	Albany
18. N. Paquette.....	Toronto	38. P. W. Lawther.....	Dallas
19. F. H. Peeples.....	Harrisburg	39. C. R. Eggleston.....	Albany
20. H. Beique.....	Toronto	40. W. S. Johnson.....	San Francisco



Are you listed among the "Forty High Men"? Congratulations if you are for it means that you have had a very successful year and can jingle a few more dollars in your pocket than you could if you were not.

These final days may be the very ones to put you in. Every day from now until the end is a great opportunity to you. In these last final days put forth the effort that will list you among the "Forty Fighters" and finish a Winner.

Don't become annoyed at obstacles. They are part of the work. They are exactly what your determined will must overcome. Keep persevering and the power of your mind will finally break down barriers of indifference and the opposition of delay.

Concentrate all your power on attaining a position at least among the first fifteen.

Don't rest contented until you are on this list.

Remember the fifteen high men at the close  
of the year will receive special recognition



THE TIME TO "GET YOUR TURKEY" IS WHILE THE SAME IS PASSING.

### "WE"

"We" is one of the most bothersome words in our language. It is responsible for more misunderstandings than any other ten words put together.

An editor will start out conscientiously to give his opinions. He will begin by saying "We think," meaning himself. A little later he will say "we" meaning the officials and stockholders of the company. A few lines further down he will use the word again meaning every one connected with the organization. Then his heart will soften and expand. He will become eloquent with the use of "we," meaning the entire human race.

All this is very confusing as the unsuspecting reader struggles along trying in vain to separate the we-goats from the we-sheep. So, to avoid any misunderstandings in this

special instance, let us explain that when WE (meaning the editor) says "WE" (meaning the Pacemakers) are going to have the greatest Convention this year the Company ever held, WE (meaning everyone in the organization) will all understand it.

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### A WIRELESS FROM BABE EVANS

Decatur, Ill., 11, 23, 13.

Cor. Sec'y. Pacemakers Club,

Major Domo of "Boomer"

Statistician of Points, Etc., Etc.,

If I don't break a leg and am not drafted for the Mexican War, or appointed ambassador to the Panama Canal, or made receiver for the Standard Oil Company, I'll make the club and mighty soon at that.

Chas. B. Evans.

P. S.—Tell the Boys to look out for St. Louis, for we're sure moving some.



# JOIN THE PACEMAKERS' CLUB



The value of any man is directly proportionate to his power of accomplishment.

No man, therefore, can estimate his own value in dollars and cents, for no man knows just what he can accomplish.

The power of accomplishment is what counts. A salesman is paid only for what he does—actual results. It is upon this basis that he advances. It rests with him.

Gentlemen, the Bowser line affords you an invaluable chance—a golden opportunity for competency. Given the chance, your persistence and power of accomplishment will do the rest. You have a big task before you—the task of being a successful salesman—making a successful career—ending each year a PACE-MAKER.

You have learned the requirements—you have prepared for the siege. You are in the struggle—DON'T LOOSE YOUR NERVE. With the sun in your face and a song in your heart tackle your problems. Greet the day with a newborn determination to dare and DO. Cast contention and worries aside. The galling burdens of yesterday are past and forgotten. The road ahead is broad and clear. The radiant sunshine of Bowser opportunities will lighten your way to success. Have faith in yourself maintain this elevation untouched and untarnished as you strive with the multitude for the one thing most desired—orders. Get the business and finish the year a PACEMAKER.

We doubt very much if the firm ever existed whose customers did not sometime or other kick at something. Even retail stores dealing directly with the public and making a special effort to avoid kicks find it impossible. John Wanamaker, whose principle was "The Public be Pleased" was not free from kicks. Marshall Field with his motto of "The Customer is always right" had his share of kicks in spite of his efforts.

So we look in vain for the one perfect example that stands out from all the rest free from kicks.

But there are kicks and kicks, some merited and some unjust-kicks of all sorts. Sometimes a man will kick on delivery, sometimes when the mortgage interest on his rent has just been paid or is due the man will kick on making payment, justifying it by some hatched up kick on the equipment or misunderstanding with the salesman.

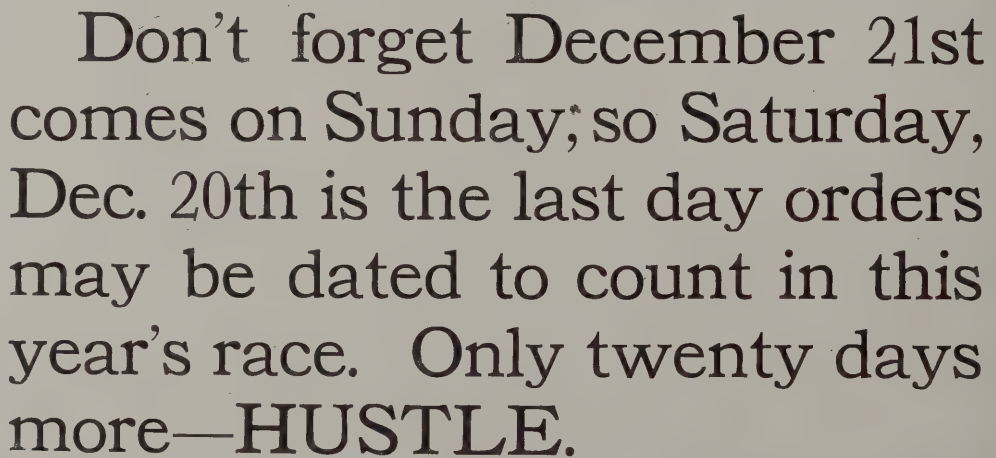
It is not to be denied Bowser & Company receive their share of kicks. Blessed be the fact, however, that we are working on the policy that it is better for a customer to kick on anything else than to have him dissatisfied with the quality of Bowser products.

We endeavor to manufacture Bowser products by employing the best material and

workmanship in their construction, that no customer will be dissatisfied with quality. With this item settled we turned our attention to service by establishing a service department. This department has developed into an organization of trained men who devote their entire time to the aid of Bowser users, enabling them to get the maximum service from Bowser products.

And so this is a time when the spirit of Thanksgiving is abroad in the land. And, as all that this feeling means comes home to us in connection with our business, we are more and more impressed that the one thing we enjoy most is the knowledge of the fact that the product which goes from our factory is a good product. There is always a place in the world for good goods. Judging by the testimonial letters which you read from month to month in the BOOMER mailed to us from parties all over the world, Canada, throughout the United States, England, and Australia, etc., you will see more and more that the place in the world where Bowser goods are sold and give satisfactory service is practically everywhere in the world where Bowser products are used.

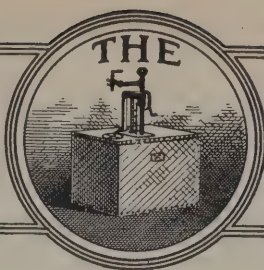
For this we are thankful. It perpetuates and insures our job.



Don't forget December 21st comes on Sunday, so Saturday, Dec. 20th is the last day orders may be dated to count in this year's race. Only twenty days more—HUSTLE.



BOWSER



BOOMER

Vol. VIII

December 4th, 1913

No. 35

ONLY **15** DAYS  
REMAIN

DO not be content with only becoming a Pacemaker but strive to be a Pacemaker PLUS.

Remember Dec. 20th is the Closing Date.

Finish the Year a  
Pacemaker Plus

THE BOWSER BOOMER



Banquet of 1912 Pacem

Will You Be Among Those



THE BOWSER BOOMER



vention, Hotel Anthony

ent in the Coming Event?

# THE BOWSER BOOMER



A few of last years' convention events in sketch





# GET BUSY!

**I**T'S Endurance that counts in the last lap—that is where quality tells—only the man with iron nerve and indomitable will power can stand the Pace. The eyes of all officials are watching you. Your friends are watching your finish. You have every incentive possible to become a Pacemaker. Fame, glory, wealth—they all go with the great finish.—membership in the Club. If you ever put forth your best effort, if you ever exerted your full energy **DO IT NOW** and finish a Pacemaker.

Let every salesman hustle hard,  
GET BUSY.  
A membership's what you want, old pard,  
GET BUSY.  
Don't stand around and wonder why  
Your orders don't mount to the sky,  
But just take hold and make 'em fly  
GET BUSY.  
The automobiles hoot and scoot,  
GET BUSY.  
If a man won't buy don't stop to shoot,  
GET BUSY.  
There are others waiting for a Bowser Tank;  
Just double your sales and take higher rank,  
Then you'll have yourself and Bowser to thank  
GET BUSY.

The season is short—the mark is high,  
GET BUSY.  
Don't let any prospects pass you by,  
GET BUSY.  
If you're up against it and somewhat in doubt,  
The Pacemakers' Club will help you out.  
Just drop them a line and be up and about.  
GET BUSY.  
S. F. is working both nights and days.  
GET BUSY.  
A. Z. is the author of the phrase  
GET BUSY.  
S. B. is after 'em good and hot,  
He's always the Johnny on the spot  
And you can be one as well as not—if you'll  
GET BUSY.

—Pop.

# SOMETHING DOING

In this issue you will note a few letters from Pacemakers which to the writer's mind indicates, there is going to be something doing at the convention.

A Boomer reporter learned that company officials have negotiations under way for securing some speakers of national note during the session. We feel sure that a very lively program is being arranged and without doubt if all the boys knew the good time that is being planned, they would not miss it if they had to work twenty-six hours a day to make the club.

## A LETTER FROM HESS.

Pittsburgh, Pa. Oct. 29, 1913.

My Dear Editor:

Your long looked for letter of the 20th inst. received, and was very pleased to get the good word from you that I have been elected a Pacemaker.

I assure you that I have done everything possible to bring this about, and found the only way to obtain success is to be constantly after it. A person can get some orders; can hit the high spot, etc., but that does not put one on the top. I find that you have to get them all.

This reminds me of an experience I had when the automobile business was in its infancy.

There was a red-headed friend of mine by the name of Brady who purchased an imported automobile from some place over in Germany. I forget the name of the car, but it sounded a lot like "Hair-Oil." He had considerable trouble with this car and was unable to make it run, so he traded this car for an old two-cylinder car with a kind of a Flounder face. When I went in to see him he had the engine running, but it was making the worst racket I ever heard any machinery make not omitting thrashing machinery; so he said, "Don't she run fine! Isn't she a dandy?" I listened a while and said: "She is missing," and he said, "I mean outside of the missing."

There are quite a number of men like this, they think they are doing a whole lot outside of the missing. I know we all miss a few, but there are so many things one can miss that go to make a "bum score." He may miss a few hours in the morning; he may miss a few small orders, he may miss a filter, a meter, or even a piece of hose when he is getting the order and when you figure these all up you miss being a Pacemaker.

I was very much pleased to see that I got in the Forty High Men. I notice I have jumped into eighteenth place, if I could take another jump like that it would put me ahead of first place as I went over half the way in one jump. Something like the Swede who was late for the boat, he tried to jump, but the jump was too

far so he tried it in two jumps, but I landed on a pretty solid spot on the first jump and am going to try within the next few days to take the second jump.

With kind regards to all the boys, I am,

Very truly yours,

PACEMAKER HESSENMUELLER.

\* \* \* \*

Chicago, November 25, 1913.

Dear Editor:

(With apologies to E. W. Lewis)

Now in the second year of the Pacemaker Club in the latter part of the year of the Reign of Crandall the powers that be took away from Sherlock, the Bald-Head, the great cry for Bowser Pumps that had gone up for ages, from 250,000 people living in the Windy City by the Great Sea called Michigan. This great cry had been like unto sweet music to the ears of Sherlock, the Bald-Head, and his heart was sad. Then one of the chief men, named Murray, the Boss, who was wise beyond his generation, said: "Get thee one large bale of cotton and stop thy ears. Pass by these multitudes of people, behold what thine eyes see, but hear not. Make your Iron Steed speed up to the high-ways and by-ways called the Rhubarbs and then remove said bale of cotton from thine ears and (where the green grass grows all around) listen. Go to it, get busy and get points to thy credit." Lo, and behold! Here was the same sweet music, not in such volume of much noise, but of a more persistent note. Thou couldst hear the little Flute (small order) and Bass Drum (big order) and they were not drowned out by the (much ado about nothing) cymbals. Honorable Scribe of the Pacemakers Order, dost thou see any point? Sherlock, the Bald-Head, sees many more points.

My orders today put me across for the Club according to Chicago figures, and in case there is any mistake will say that I have a few in cold storage that are just waiting the right day to be sent in. Now I suppose you will dig into your files and this old bald head will break into print again. "I should worry," for the golden shekels look much better, to most cordially yours,

R. H. SHERLOCK.



# Standing of Forty High Men

DECEMBER 3, 1913

Here is the list of the Forty High Men. Cast a glance over the names and note your many friends there. Is *your* name there? It is manifestly plain that you wish to accomplish what has been and is being accomplished by your colleagues in other districts—you must put forth the best that is in you and keep everlastingly at it. To be in this means you must be a Pace-maker PLUS.

- |                                       |                                       |
|---------------------------------------|---------------------------------------|
| 1—J. H. Armstrong .Engineering Sales  | 21—H. A. Leonard .....Chicago         |
| 2—W. V. Crandall .....San Francisco   | 22—W. C. Smith .....San Francisco     |
| 3—M. C. Benham .....Minneapolis       | 23—R. G. Fisher .....Denver           |
| 4—E. L. Milliron ...Engineering Sales | 24—R. S. Johnson ...Engineering Sales |
| 5—A. E. Moffatt .....Toronto          | 25—K. F. Hessenmueller ..Fort Wayne   |
| 6—E. F. Klotz .....San Francisco      | 26—W. J. Magrane .....Chicago         |
| 7—G. W. Scott .....Harrisburg         | 27—L. F. Loeffel .....Atlanta         |
| 8—G. H. Reuben .....San Francisco     | 28—A. F. Todd .....Atlanta            |
| 9—N. A. Ring .....Albany              | 29—R. H. Sherlock .....Chicago        |
| 10—S. A. Collins .....Albany          | 30—W. E. Eastman .....Albany          |
| 11—C. M. Carpenter .....Albany        | 31—W. Y. Robertson .....Toronto       |
| 12—A. E. Darling .....Minneapolis     | 32—F. E. Walters .....San Francisco   |
| 13—R. T. Lawrence.....Minneapolis     | 33—A. T. Stata .....Fort Wayne        |
| 14—Lewis Smith .....Albany            | 34—C. F. Comstock .....Harrisburg     |
| 15—T. C. Potts .....Fort Wayne        | 35—James Ward .....Minneapolis        |
| 16—H. J. Jeavons .....Toronto         | 36—F. W. Devereux .....Albany         |
| 17—E. B. Bachman .....Atlanta         | 37—P. W. Lawther .....Dallas          |
| 18—N. Paquette .....Toronto           | 38—A. L. Casey .....St. Louis         |
| 19—F. H. Peeples .....Harrisburg      | 39—E. J. Murphy .....Toronto          |
| 20—H. Beique .....Toronto             | 40—C. R. Eggleston .....Albany        |

What you do with the next twelve days will determine your final standing in this list and the grade and character of your year's accomplishments.

The Company will do all in its power to help you find the ladder of success. The greater the progress of the salesmen as a body, the greater the advance of the Company. The interests of both are mutual and this in itself is ample reason why we want you to make the most of every opportunity and gain a just measure of success.

But when all is said and done, the fact remains that the question of success lies with you and regardless of how much we want to help you, the burden of doing the things that make success, no one else can do for you.

So determine that you have the power to stand high in this list and resolve to make the next twelve days count. Concentrate your energy, exercise your best judgment and add the extra ounce of effort that will make you a winner.

# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY

S. F. BOWSER & CO., Inc., FORT WAYNE, IND.

Edited by C. H. DAVIES

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS EMPLOYEES

DECEMBER 8, 1913

## MORE "RED SENTRY" TOWNS

We take pleasure in announcing that Illinois has four towns added to its list of Red Sentry users. These towns were put on the Bowser map by George E. Bowen, and they are Bourbonous, Granville, Henry, Momence and Mantano, Illinois.

This is fine work and a splendid record in this direction. We would like to hear from other salesmen that can equal or beat it.

George McCurdy, of the Fort Wayne District, has added the town of Oldenberg to the list of Indiana cities using Red Sentrys.

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It is astonishing how the St. Louis boys have been scratching gravel for the past several weeks to make the Pacemakers' club. A number of them are very close to the five-hundred mark and their activity to get in over the tape before the bell rings is remarkable. As Mr. Hastings says, "You can take it from me there is going to be a good, big bunch of salesmen from the St. Louis district at your annual convention. Out of kindness to my dear friend, Little, I would suggest that you do not tell him how many we will have, as I should hate awfully to cause him to work overtime."

In looking over the St. Louis records we find that they started a little campaign on the 1st of November to make this the banner month of the year for the district. Up to the 14th they had more than doubled the business for the same period last year, and out of the thirty salesmen in the field, seventeen of them had secured over fifty per cent of their November quota before the first half of the month. The district had secured one hundred twenty-two per cent of the monthly quota, all of which indicates that St. Louis is going to climb towards the top between now and the close of the contest.



Manager Herman Brown, of Atlanta, is now affixing the word "Noble" under his signature on all the mail he sends us.

We mention this to assure you he is entitled to it, having gone the usual and regular route for the honor to do so on November 19th, in Atlanta's Imperial Council Shrine.

To be sure that he got 100% on his investment we sent our esteemed Treasurer, C. A. Dunkelberg, down there who is a Past Master on always getting 100% on investments.

The Sands were, therefore, unusually hot and the journey extremely long but with such a seasoned traveler as "Dunk" with him, Herman blindly placed his trust in him and feared no evil.

The evil arrived, however, on schedule time, as is illustrated in the picture above which also, in a measure, describes Brown's experience and feelings. For a time the color of Noble Brown was turned to battleship grey or black and blue—at least in spots. However, three words is an eloquent eulogy on Herman's deportment—HE WAS GAME.

Noble Brown, we salute you.

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For the week of October 24th to 31st the shipment of Bowser tanks exceeded 2,250 barrels. If this tankage was reduced to a battery of cut No. 64s of small capacity per tank, it would present an unbroken line of tanks over a mile in length.



## PACEMAKER DIRECTOR FISHER IN NEW MEXICO.

Clovis, N. M., November 7, '13

Dear Editor:

I am too busy to write much as I have a great many drives to make in my territory, and Mr. Barnett, our district manager, says that Denver must go up higher in standing. We are all doing our best to do so. I assure you that while our district is small we are determined to make a showing. I certainly feel honored at securing the directorship of Denver and am proud to win the honor of mingling with such a grand lot of salesmen that will gather there at meeting of club. Greeting from Denver to all the boys, and hope to see you all at the club.

Yours truly,  
R. G. FISHER,  
Director Denver District.

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## THIS ORDER EASILY PASSED THE CREDIT MAN.

Salesman C. A. Willson, who has the task of BOWSERIZING St. Paul in hand, went over to Jim Hill's place last week and took his order for a 12-bbl. Cut 39, and a 2-bbl. Cut 41, for Jim's farm out at North Oaks, a short distance out of St. Paul. Hon. James J. Hill, President of the Great Northern and master of railway industries, will appreciate the products he has purchased from master pump builders—The S. F. Bowser & Co.

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## MR. PACK UNABLE TO LEAVE FORT WAYNE.

Nashville, Tenn., Nov. 8, '13.

Dear Editor:

It has been quite a while since my visit to you and the factory, and should have written sooner, but have been sick and working together, and haven't really had time.

I want to take this opportunity of thanking the entire force for the treatment and courtesy shown me during my visit. Each one, from Mr. Bowser down to the office boy, treated me royally, and if the convention will be any better I don't know how I will be able to leave Fort Wayne.

I want to tell you how happy I am over my being a pacemaker and if nothing happens I want to repeat the stunt every year.

Yours very truly,  
L. O. PACK.



G. H. SCHNABEL

Member of Pacemakers Club, Chicago District.  
Elected October 15, 1913.

Mr. Schnabel, who secured membership to the Club October 15th, is one of Chicago's Live Wires, having won first prize in the Efficiency contest held during the middle of the year and won the \$100.00 award. Mr. Schnabel closed the Efficiency contest with a standing of 86.3 per cent., which is exceptionally good and is an indication of this Pacemaker's ability.

Mr. Schanbel's photograph was mislaid preventing us from publishing his announcement as a Pacemaker sooner. We were in hopes that we could get a picture of him taken in his fine new car, which he purchased this year and uses in covering his territory. Mr. Schnabel is so modest, however, that we were unsuccessful in this, but when he comes to the Convention we will then take his picture in about "57" varieties.

• • •

The man who goes after business, usually gets it.

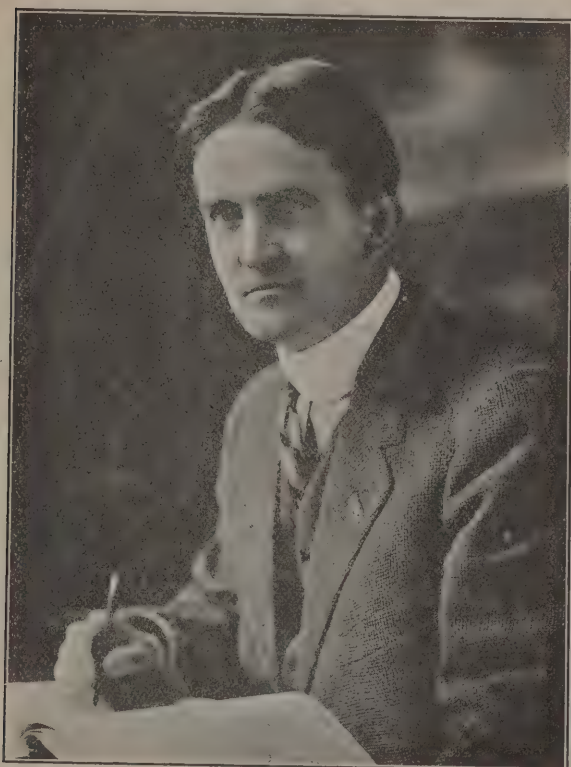
• • •

We talk about the survival of the fittest when we really mean the survival of the fit.



A FEW POSES CAUGHT BY OUR "CAMERA" MAN  
The Officials of the Pacemakers Club practicing and rehearsing their  
"spontaneous" and "extemporaneous" speeches  
for the Pacemakers' Convention



**C. R. EGGLESTON**

Member of Pacemakers Club, Albany District.  
Elected October 31, 1913.

The most of us who are habitual readers of the Boomer will recall that Mr. Eggleston was a Pacemaker last year and performing this act is one of his specialties. His achievement in securing membership again this year, however, deserves special congratulations because he beat his last year's record.

Mr. Eggleston is a man of varied accomplishments and is quite celebrated for his impromptu and extemporaneous piano playing. As a vocalist he is in the Evan Williams' class and as a bowler, he is a star. This all-around Champion will be one of the main attractions from the East and to the new salesmen, who have not met him, we assure you there is a treat in store.

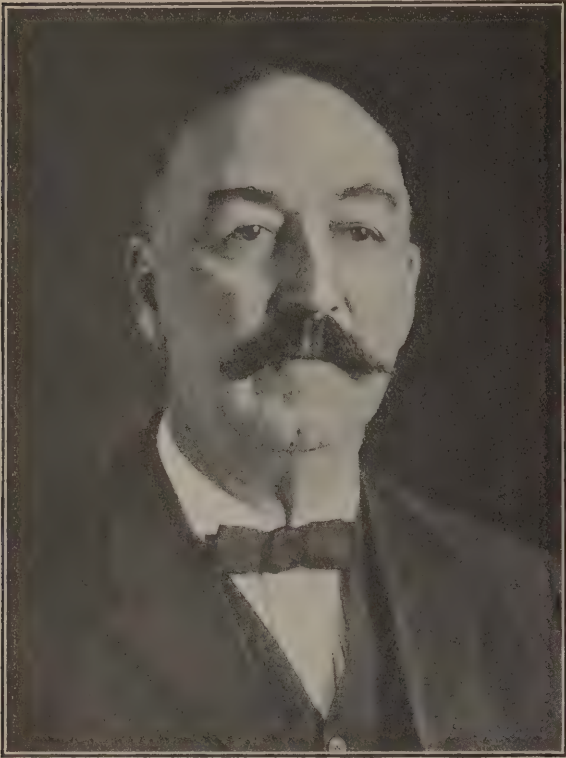
**H. A. LEONARD**

Member of Pacemakers Club, Chicago District.  
Elected November 10, 1913.

Mr. H. A. Leonard secured membership in the Pacemakers Club with 505 points to his credit. In addition to this honor, he also stands high in the list for "volume of business" and leads his District in this class. This is quite an accomplishment taking into consideration the other splendid salesmen in that District, who are also high in this list.

We believe Mr. Leonard owes his eminent success to his consistency in producing. He handles the garage trade in a district that you would think would soon be filled with Bowsters, but Mr. Leonard has a faculty of creating new business and has developed his field into a splendid territory. We are pleased to add his name to the list of Pacemakers.

The One Big  
Word Now is Hustle!



J. M. DAVIS

Member of Pacemakers Club, San Francisco District.  
Elected November 14, 1913.

The Exposition Town has added Mr. J. M. Davis to their Pacemaker Delegation, who secured membership in the Club, November 14th, with 501 points to his credit. This will be a return engagement for Mr. Davis as he was also a Pacemaker last year. It gives us great pleasure, however, to state he beat his last year's record by several weeks.

Mr. Davis is one of our Red Sentry specialists and will stand high on the list showing sales for this outfit. We are glad to have Mr. Davis with us this year.



Before you can influence and control others you must first learn to control yourself. And it follows that you are not in a position to command until you have first learned to obey.



C. F. COMSTOCK

Member of Pacemakers Club, Harrisburg District,  
Elected November 12, 1913.

We are pleased to report the registration of Mr. C. F. Comstock to the membership of the Pacemakers Club and take this occasion to also announce the position of court bailiff has now been filled. Mr. Comstock filled this position last year during the secret sessions of 'Pacemakers Club so successfully that he has been unanimously elected to another term.

Mr. Comstock is another Pacemaker who has beaten his last year's record by securing membership earlier this year than he did last.

Hear Ye! Hear Ye! The Honorable Court Bailiff of the Honorable Pacemakers Club has been duly elected. Govern yourselves accordingly.

Although Paul Lawther, of Dallas, wired his application for the position of Court Bailiff, Comstock's application preceded it by just 3 hours and 59 minutes.



Mr. Magrane's Photograph was not received in time for reproduction in this issue but will appear in a later edition.



**W. J. MAGRANE**

Member of Pacemakers Club, Chicago District.  
Elected November 18, 1913.

We are pleased to announce the election of Mr. W. J. Magrane to the Pacemakers Club, who secured membership on November 18.

Mr. Magrane has only been with us since the middle of last year, but has proven he has the ability and is made of the stuff of which Pacemakers consist. His business has been very acceptable from the very beginning of his career with us. His persistency perhaps is one of his prominent reasons for success and that he is persistent in not only securing orders, but order after order, is evidenced by the fact that he stands high in the list for bronze tablet honors.

This being Mr. Magrane's first attendance at one of our Conventions we know he will be well repaid for his efforts and we all shall be glad to meet him personally and greet him as a Pacemaker.

**R. H. SHERLOCK**

Member of Pacemakers Club, Chicago District.  
Elected November, 1913.

It gives us pleasure to record the membership of Mr. R. H. Sherlock in the Pacemakers Club and also attach to the statement the fact that he beat his last year's record by several weeks. He is an old time prize winner on the Bowser Sales Force and especially so in Chicago District contests.

The announcement of Mr. Sherlock as a Pacemaker is the third chapter in the speed contest between he and Messrs. Leonard and Magrane. They are all announced as Pacemakers in this issue, but the last chapter will not be written until the close of the year to see who stands the highest for the volume of business in the list of Forty High Men. They are so evenly matched that it is hard at this time to prognosticate who will be the winner. Some of Mr. Leonard's friends are wagering two to one on him but it is reported that Mr. Leonard himself is putting up this money.

Watch for further reports on this contest.

Making the Club means making good. 12 DAYS  
still remain in which you can get in if you HUSTLE

**D. W. DARDEN**

Member of Pacemakers Club, Atlanta District.  
Elected November 18, 1913.

Mr. D. W. Darden, of Atlanta, has again registered as a Pacemaker, he having secured membership in the Club last year also. It is always a particular pleasure to us to report the success of Pacemakers, who are registering for the second year as it shows a consistency, which is truly laudable.

Mr. Darden, who is known as our Country Gentleman from Dixie, has been a very consistent producer and is one of Mr. Brown's "sure-shots." We are glad to have Mr. Darden with us this year and wish him continued success.

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Mr. George N. Roos, who had been with us for some time up until recently having found it necessary to sever his connections for a short period to look after personal business, is again with us. We are very glad to report this as Mr. Roos is a live wire and his connections with us have always been everything that is mutually pleasant and profitable.

**E. P. DOLAN**

Member of Pacemakers Club, Dallas District.  
Elected November 21, 1913.

Mr. Dolan joined the Dallas Delegation to the Pacemakers Club, November 21, 1913, with 504 points to his credit. He covers New Orleans in which territory he has been located for several years.

Mr. Dolan secured membership last year, but has beaten his last year's record into the Club by several weeks. His name is not new on our list of prize winners as he has taken awards in many of our past sales contests.

We congratulate you, Mr. Dolan, on your success this year and wish you a continuance of it.

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Mr. James K. Glenn is a new name upon the list of active Bowser Salesmen, having connected with the Fort Wayne District to cover territory in Ohio.

Mr. Glenn has had a desk in the office of the Fort Wayne District for sometime and made his maiden road trip for the Company last week. It was accompanied by such good success that he got the selling fever and is now a full-fledged Bowser Salesman. We all wish him success.



**M. BEDINGFIELD**

Member of Pacemakers Club, Atlanta District.

Elected October 15, 1913.

Mr. Bedingfield is another Pacemaker of whom we were unable to secure a photograph in time to accompany the official announcement of their election to the Pacemakers Club, Mr. Bedingfield's announcement appearing in the Boomer several issues ago. His attendance at the Convention will be his first trip to the factory and we look forward to the occasion with pleasure as we are anxious to meet this new Dixie Boy.

**R. G. FISHER**

Director of Pacemakers' Club  
Denver, Colo.

We finally succeeded in securing a photograph of our Mr. R. G. Fisher, director of the Pacemakers' Club from the Denver District.

Mr. Fisher was very reluctant to be photographed due to his innate modesty, which only comes to the surface when near the camera. He is no way affected in this manner when in front of a prospect as his business record proves.

We are very pleased to give you a pictorial introduction to our Denver director, which we know will develop into a warm friendship for him when you meet him at the convention.

### GOING AFTER BUSINESS

If the merchant depends upon sales to people who desire goods so badly that they are forced to come in and ask for them, his business will not be a growing one. In other lines of trade there is a disposition to go after business. A dealer's advertising should be first through the attractive effect of his store and show windows, and this should be supplemented by such advertising as will ever keep not

only his name before them, but the merchandise to which he wishes to call attention.

The fact that Bowser Red Sentry attracts trade will be readily vouched for by any having one installed.

They are a constant advertisement every day in the year, and their value in this respect has more than paid for the equipment the first year in many instances.



W. A. LEA

Member of Pacemakers Club, St. Louis District.

Elected October 10, 1913.

Mr. Lee being a comparatively new man with us we did not have his photograph in the Boomer files, consequently when announcing his membership in the Pacemakers Club, it did not appear in connection with the announcement. We have since, however, been successful in securing a photograph of Mr. Lee and take this occasion to again introduce him to all of the boys, who have never met him. We, ourselves, look forward to personally meeting him at the Convention.

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#### MANAGER MURRAY ILL.

We regret to report the severe illness of Manager L. P. Murray, of the Chicago Office, who was taken ill suddenly while in Minneapolis and was of such a nature that it was necessary to immediately take him to the hospital. We all regret to learn that he is so indisposed and wish for his speedy recovery.

#### A COMER.

Mr. L. W. Cooley, one of our new men in the northwestern Wisconsin district, under the Chicago office, is making an exceptionally fine start, and leads us to prophesy great things for him.

Mr. Cooley is young in years, although at present is enjoying the responsibility of fatherhood, having received a son and heir only a few days ago.

As Mr. Cooley has only recently come with us it is not probable that he can make the Pace-makers' club this year. He pledges a membership next year, however, and assures us that Mr. Cooley, Jr., is also in line for the Pace-makship as soon as he becomes of age.

We will all watch Mr. Cooley's record with interest, and wish him success in his onward and upward march.

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#### GOOD SUGGESTION.

We were discussing with one of our officials yesterday the carious methods of our salesmen in presenting the Bowser story, and the fact was brought out that a number of our men are too prompt in quoting on a specific outfit, some men often making up their minds before they go into the store just what they were going to sell that man.

While such procedure is often accompanied with success, much greater results can be secured by handling the subject in a broader way. When calling upon a prospect, learn his present method and then first convert him to the belief that underground storage is the only safe and profitable way to handle gasoline. After you have won him to this belief, it then changes the conditions of rather what style of outfit, which when selecting, the prospect has committed himself to the fact that he indorses the Bowser method and is anxious to have underground storage if he can decide on the style best suited to his needs.

When treating the proposition in this manner, a salesman has an opportunity to persuade the prospect to buy a much better equipment than if he simply blazed in right on a jump to sell him any outfit the prospect would buy.



## BRANCH OFFICE STANDING

November 29, 1913, 47th Week



E. M. SAVERCOOL, Western Manager.  
"Believe Me"

SAN FRANCISCO

MINNEAPOLIS

ALBANY

DALLAS

TORONTO

DENVER

FORT WAYNE

ST. LOUIS

CHICAGO

ATLANTA

HARRISBURG

And now comes on, at a lively pace, the time when District Managers begin to anxiously gaze into the future.

He sees dimly, as though through a mist, the visions of the loving cup.

He begins to wear an anxious look and his good wife wonders why he is so restless and smokes so hard and doesn't seem to hear when she asks him if the biscuits are all right. Even the pleasure of monopolizing the sugar bowl appears to have lost its charm which he uses as the center pole to support the "V" tent made by doubling back the last issue of the Boomer which he reads religiously. And what is it all about?—the question of who will secure the honor of possessing the President's Cup.

And how can this honor be secured? By exercising your best ability as a manager and securing the highest percentage of sales quota for the year.

This means concentration, thought, strength, energy, persistence and courage. Sum these up and they mean putting a "little more" feeling into your work.

Glance thru the history of any country and you will find the big men of achievement had this "little more" feeling in their work.

This cup will go to one of our eleven district managers and the matter of whether that manager is you or not *rests with you*.

Concentrate your energy, exercise your best judgment and don't forget to add that "little more" feeling which has to do so much with success.

**A WORD FROM PACEMAKER BEIQUE.**

Toronto, Canada, Oct. 10, 1913.

Dear Editor:

So far as my business is concerned I am going to speak right out for my French-Canadian friends in the Province of Quebec, because nine-tenths of my business has been signed by French-Canadians. It is true that in the Province of Quebec we are a little conservative; we want to examine everything pretty closely before we will take it up. This applied even to automobiles. For a long time there were very few automobiles sold in this Province but today the automobile industry is forging ahead at a great rate, and, like everything else taken up by conservative people, when they do catch on they do the thing well, and we find they are quite willing to be educated in the Bowser faith.

One little fact I would like to mention. We have a show room in Montreal in charge of Mr. Clayton. Where we have had the pleasure of writing up many dollars worth of business right here in the show room.

H. BEIQUE.

This is the way to make show rooms pay. We are going to investigate how the branch office show rooms stand in regards to demonstrations and orders closed.

**A WORD FROM CLINT.**

New York, N. Y., November 25, 1913.

To the "Boomer":

I presume you will all read the notice of my delinquency to the "Boomer," and in most cases such a notice would be mortifying to me. In this instance it was different, for I consider it an honor to receive mention of any nature in a paper where such care is taken "of whom they speak and how they speak," and wrote the worthy editor to this effect, but he seemed immune to flattery of that kind, and demanded a contribution, so I have solicited from my friends, and through the popularity of the New York director of the 1912 Pacemaker's Club, Mr. C. F. Comstock, he, as well as Mr. Dobson and myself, received an invitation from the Yonkers Automobile Club of Yonkers, N. Y., to attend a banquet given at their club house, Monday evening, November 24th, and also to deliver an address on oil and gasoline storage.

We lost no time in sending our acceptance (and you would do the same if you knew what one of those banquets comprised), but of course there was one disappointment—we could not all deliver the address as that was out of the question. This I thought would be hard to decide, but in my case it was not, for my physique compared with Dobson's and Comstock's, combined with my impediment and slowness of speech, simply made my selection impossible, but it was not so easy to decide between the other two. Both being men of rare personality and favorably known in the Metropolitan District as silver tongued orators, it was hard to decide, but however the decision was brought about, Mr. Dobson won the honor, but later it reflected to the whole Bowser organization.

The members of the Yonkers Automobile Club are drawn from the professional and business men of the city, and the silence during the address, and the applause and vote of thanks given afterwards, were evidence enough as to whether it had been well delivered. A general discussion on the subject was entered into immediately after the close of the address, which gave us an excellent opportunity to bring out and explain the merits of the Bowser Oil Storage systems.

We made good use of advertising matter, and you can now find a plentiful supply of Bowser literature on the tables of the library of the Yonkers Automobile Club.

I just want to say in closing that Mr. Dobson is not the only silver tongued orator that we have in the New York Office, as Mr. G. W. Scott and Mr. F. H. Peeples, who have already registered in the Pacemakers Club of 1913, bear this same reputation, and these you will have the pleasure of listening to at the coming Convention. I trust that with this pleasure in store it will be an incentive to as many salesmen as possible to make the Club, for in connection with the financial reward, a pleasure of this kind is a wonderful addition.

Awaiting the pleasure of meeting a goodly number of Pacemakers, and extending you all a Merry Christmas and Happy New Year from The New York office, I am,

Very truly yours,

H. C. CARPENTER.





The above is a view of a "Red Sentry" filling the tank of a tractor engine. The average tractor reservoir will hold from 50 to 75 gallons. This tractor, which is in front of Earl Jordan's Hardware Store at Stuttgart, Ark., is having sixty-five gallons of gasolene put in by Mr. Jordan's Red Sentry. A few customers that will take that amount at one filling makes a very good customer and it looks as though Mr. Jordan is getting his share of business.

The picture also illustrates the enterprise of Mr. Jordan in not letting anything get by him that means a sale for gasolene.

The boys in the Western states might inquire at some of their towns about a chance for similar business for the merchants that install "Red Sentries."

### SALESMAN INGELL IN ACCIDENT

We regret to report a sad accident which befell Wm. C. Ingell, a Bowser Salesman who makes Grand Rapids his headquarters, an account of which came to our attention through an item in one of the Grand Rapids papers.

The newspaper report states that Mr. Ingell narrowly escaped from being burned to death when a quantity of gasolene in his garage exploded, knocking him to the ground and covering him with flames. He was able to get to his feet and fight his way out of the burning building, but in doing so his hands and face were badly scorched.

Mr. Ingell struck a match to light his auto lamps upon entering his garage when an explosion followed. The firemen believe that the gasolene leaked from the auto and filled the garage with gas, which was exploded when Mr. Ingell lighted the match. He was very severely burned and is confined to his home.

The many friends of Mr. Ingell are grieved at his misfortune and sincerely sympathize with him. We join in their condolence and hope for his speedy recovery.

## That Bunch of Birthday Orders

Every day or so we get letters from some of our readers asking for various information concerning the results of the campaign for Birthday Orders.

The information requested in a letter this morning is "*who took the largest number of orders on that day.*" We published a list of the salesmen securing the greatest volume of business in dollars. The following is a list of men in each district who secured the greatest number of orders Sept. 5th.

FT. WAYNE R. D. Leonard 6	ATLANTA L. O. Pack 5	ALBANY C. M. Carpenter 5	ST. LOUIS R. E. Aiken 5
ENGINEERING SALES J. H. Armstrong 4	CHICAGO H. A. Leonard 4	DALLAS J. A. Price 4	HARRISBURG Tie A. G. Hartgen 4 M. V. Cover 4
DENVER E. J. Galmeyer 4	MINNEAPOLIS Tie A. E. Darling 3 L. F. Greer 3	SAN FRANCISCO S. D. Stoddard 3	TORONTO Tie A. Anderson H. E. Bleeker } 3 E. J. Murphy }

The following letter is a good example of the enthusiasm of all our boys in their endeavor to present their compliments to the company on its birthday

### A Letter From Bryan's State

Omaha, Nebr., Sept. 6th, 1913.  
S. F. Bowser & Co., Fort Wayne, Ind.:

Gentlemen:—Responsible to the call to arms in commemoration of the Company's Anniversary No. one score and eight.

The writer repaired to bed early the evening of the 4th (figuratively speaking) with his "shoes on" to expedite dropping in haste next morning during the war point and sailing forth to redeem my promissory note of (4) orders. Trusting to make the bouquet still larger for our President and his Cabinet.

Beg to state the note was cancelled by noon and in the afternoon I had it set straight with the assistance of a few more drops of the sweet anodyne of Bowser eloquence and hard-pound-ing.

I desire to impress the fact that with the exception of one order which was mailed to me on request, that each and every one of these orders were taken on Friday, September 5th,

moreover it being the first time that the writer had ever solicited any business from the (5) before said users.

My feelings as far as enthusiasm and Bowser products are concerned are like the fellow emerging from a heavy rain storm when offered an umbrella said thank you, No—I have so much water in my hide that an umbrella would do no good.

The writer is firmly satisfied that through this brand of enthusiasm coupled with the battering rain of profit and quality argument the users that are so unfortunate as not to own a Bowser can be convinced that to make anything better than A Bowser would be likened unto gilding refined gold or painting the Lily Whiter.

With a service of only six months with the Company, I trust my little "Crow" is pardonable. Courteously and truly yours,

R. E. AIKEN.



*The* Bowser

Vol. VIII


December



Boomer

24th, 1913

No. 37

 T this season of the year when we commemorate the birth of He who established among us the brotherhood of Man and we realize the harmony and fraternity that binds us together in heart interest as well as business, it is with sincere appreciation that we extend to you *Christmas Greetings*.

*A Merry Christmas  
to you All*

STANDING OF FORTY HIGH MEN.

Volume of Business, December 20, 1913.

Salesman	Office
1. J. H. Armstrong .....	Eng. Sales
2. W. V. Crandall .....	San Francisco
3. M. C. Benham .....	Minneapolis
4. E. L. Milliron .....	Eng. Sales
5. R. S. Johnson .....	Eng. Sales
6. A. E. Moffatt .....	Toronto
7. C. M. Carpenter .....	Albany
8. E. F. Klotz .....	San Francisco
9. N. A. Ring .....	Albany
10. G. H. Reuben .....	San Francisco
11. S. A. Collins .....	Albany
12. G. W. Scott .....	Harrisburg
13. R. T. Lawrence .....	Minneapolis
14. A. E. Darling .....	Minneapolis
15. T. C. Potts .....	Fort Wayne
16. H. J. Jeavons .....	Toronto
17. Lewis Smith .....	Albany
18. F. H. Peeples .....	Harrisburg
19. E. B. Bachman .....	Atlanta
20. N. Paquette .....	Toronto
21. H. A. Leonard .....	Chicago
22. R. G. Fisher .....	Denver
23. H. Beique .....	Toronto
24. W. C. Smith .....	San Francisco
25. R. H. Sherlock .....	Chicago
26. K. F. Hessenmueller .....	Fort Wayne
27. A. F. Todd .....	Atlanta
28. L. F. Loeffel .....	Atlanta
29. W. S. Johnson .....	San Francisco
30. W. J. Magrane .....	Chicago
31. W. F. Eastman .....	Albany
32. W. Y. Robertson .....	Toronto
33. R. Coddington .....	Denver
34. A. T. Stata .....	Fort Wayne
35. P. W. Lawther .....	Dallas
36. W. N. Deming .....	Toronto
37. James Ward .....	Minneapolis
38. A. L. Casey .....	St. Louis
39. F. W. Devereux .....	Albany
40. C. F. Comstock .....	Harrisburg

Altho this standing is dated December 20th it is not final as there are orders still enroute which had not been received up to the time this list was compiled. An official and final statement will be issued as soon as possible.

BRANCH OFFICE STANDING

December 20, 1913, 51st Week

SAN FRANCISCO	
MINNEAPOLIS	
ALBANY	
DALLAS	
TORONTO	
DENVER	
FORT WAYNE	
ST. LOUIS	
CHICAGO	
ATLANTA	
HARRISBURG	

It looks as though Savercool and Johnson will get It.

As we volplane to press, San Francisco is still holding the altitude record. Minneapolis is only a few points lower, however, and may make a sensational rise with the last few orders. Toronto, who holds the endurance cup, is striving hard to hold her own, although she has experienced some unfavorable air currents and was compelled to do a little spiral glide.

Albany is certainly distinguishing herself for speed and has made a wonderful ascent in the last six months.

Dallas has done exceptionally well and if it hadn't been for the floods would no doubt be several points higher. Denver has also proven herself a comer and is making a strong finish. The other offices are all striving hard to pass the next district higher and we believe the finale figures will show there has been a great shake up on the home run.

Wireless telegrams keep flashing from all parts of the world requesting reports and the staticians are figuring results every hour.



## THE PACEMAKERS CLUB

One of the most interesting programs we have ever arranged has been prepared for the coming Convention. We feel that every minute of our visitors' time will be filled with interesting and instructive entertainment. Believing, however, that "all work and no play makes Jack a dull boy," we have arranged for sufficient amusement and merri-ment to make it lively. For the information of our salesmen who will not be present we are briefly noting below the events that will take place.

FRIDAY, JANUARY 2nd ..... Managers' Meeting  
 SATURDAY, JANUARY 3rd ..... Managers' Meeting  
 MONDAY JANUARY 5th:

AFTERNOON: Pacemakers' Director' Meeting.

EVENING: Pacemakers' Directors' Banquet—Anthony Hotel.

Every Director has a chance to have his say and if his District is not heard from, it is his own fault. There is no special program arranged for this banquet and any remarks will be as one receives the inspiration.

TUESDAY, JANUARY 6th:

EVENING: Informal reception to Pacemakers—Hotel Anthony.

This is strictly informal and gives all present an opportunity to get acquainted from the very start.

WEDNESDAY, JANUARY 7th:

There will be addresses by Officers of the Company and responses by Salesmen and there are a number of good talks on the program.

There will be a lecture by Elbert Hubbard at the Majestic Theatre. This is for all Bowserites and the entire theatre has been chartered for the evening. The subject of this lecture will be "Getting Together." He is a live wire and you can depend upon it, it will be a live lecture.

THURSDAY, JANUARY 8th:

There will be a number of addresses by prominent speakers and plans for the new year's work discussed. At an opportune time we will assemble for a group photo-graph.

There will be a number of very interesting addresses among them being one by Dr. Stanley Krebs, of Philadelphia, subject "Four Steps in Commercial Efficiency." We believe this lecture alone will be worth all of the trouble it puts any Pacemaker to be present and will be of such value to him that he can turn it to personal profit every time he sells goods.

EVENING: There will be all sorts of games and general sports. For an idea of that we refer you to the Sporting Section of this issue.

FRIDAY, JANUARY 9th:

We will have addresses by a number of good talkers, after which there will be private and secret sessions of the Pacemakers, which program is arranged by the Pace-makers' directors and is not for publication. To secure entrance to the hall to this session the pass-word is required, and only Pacemakers and Charter Members of the organization can gain admission.

EVENING: Pacemakers' Banquet—Hotel Anthony.

It is during this session that special stunts are put over by different Districts. There are going to be some lively times this year, according to all accounts, and we are thrilled with expectancy on this event.

SATURDAY, JANUARY 10th:

Bidding farewells and back to the territory.

Are you listed and will you be there to enjoy and participate in this big conven-tion? Is it your first convention or are you a repeater. In any event we congratulate you. If you are not listed a Pacemaker resolve to be one next year.

**H. E. BLEECKER**

Member of Pacemakers' Club—Toronto District.  
Elected December 21st, 1913.

Mr. H. E. Bleecker secured membership in the Club with his order No. 503, which brought the total number of his points up to 503. Mr. Bleecker needs no introduction to the majority of our salesmen, as he is an old-time prize-winner. What he is most especially noted for among us is his ability to intelligently collect large clean orders, in goodly numbers; in fact, it was this specialty of his that won him the membership in the Club. His name appears on the Bronze Tablet, he having taken first position on it in 1911. It is conceded that he has wonderful ability for prize-taking in contests, and we are delighted to have him join the Club again this year. Congratulations, Mr. Bleecker; you are a first-rate salesman, which is, indeed, high praise, and you deserve to be congratulated on your achievements. "Our hats are off to you."

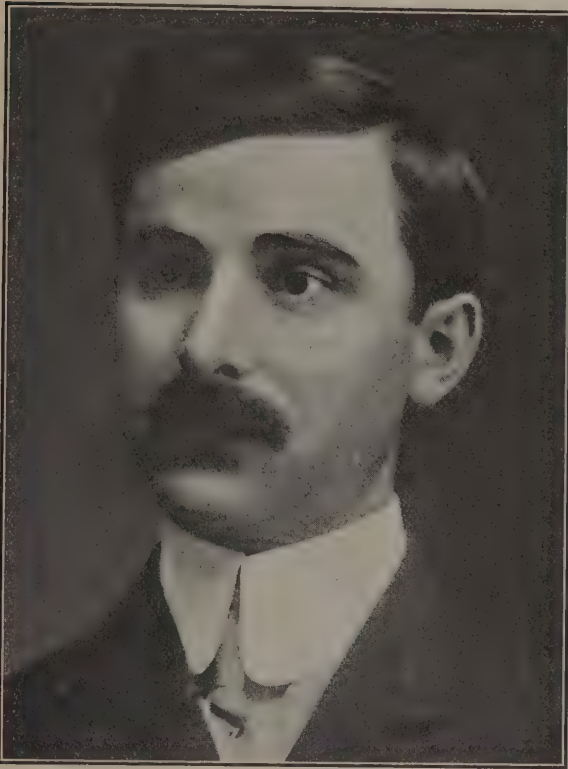
**W. F. EASTMAN**

Member of Pacemakers' Club—Albany District.  
Elected November 20th, 1913.

Albany has again distinguished herself by adding another prominent salesman to her Pacemaker Delegation. Mr. Eastman joined the Club on November 20th, with 505 points to his credit. He is an expert in voicing organs, and has proven himself an expert in voicing Bowser Goods, which is evident by the nice volume of business he has secured. This is Mr. Eastman's first trip to the convention as a Pacemaker, and we look forward with great pleasure to his coming. We congratulate you, Mr. Eastman, on your achievements. You have established your reputation by becoming a Pacemaker, which we hope you will perpetuate as long as you are with us, and we hope that you will be with us many, many years.

The story of how well you did will be told by the Boomer, the story of how you didn't will be told by your absence at the Banquet.





H. CREPIN

Member of Pacemakers' Club—Toronto District.  
Elected November 21st, 1913.

The Toronto District has added another stalwart to its already large delegation of Pacemakers. Mr. Crepin secured the distinction of joining the Club November 21st, with 503 points to his credit. This will be Mr. Crepin's first year of membership, but we certainly hope it will not be the last. He has written many orders during the year, and has been a very valued contributor. We believe that after he has experienced his first convention he will resolve to be with us on every similar occasion, ever after. Sir, we are happy of the privilege of welcoming you into the Club, and wish you many happy returns.



If W. T. Jay, of the Atlanta District, does not get into the Club it is not because he is not putting forth some strenuous effort.



Mr. R. E. Hawkins, of Cleveland, is keeping us all excited in the anticipation of his securing his 500 points. We are all very anxious to have him in the Club and up to this writing we are not sure whether he has secured sufficient points or not. We hope he has.



G. A. MERICKEL

Member of Pacemakers' Club—San Francisco Dis.  
Elected November 21st.

Mr. G. A. Merickel, who has joined the Pacemaker Club from the exposition town, is one of our oldest salesmen, and one of the most distinguished writers of good orders. We who are now in the thick of winding up a strenuous Pacemaker Campaign have little time to hark back to the days of long ago, but when we do we always find a lot of old prize-winners surrounding whom there is a world of interest. Mr. G. A. Merickel still commands a large buying audience, as is evident by his volume of business this year. We are especially pleased to have him join the Club and look forward with great pleasure to his visit.



The work of H. D. Murdock, of St. Louis, deserves recognition this year and we have been expecting him to make the Club. There have been some special situations, however, in connection with his business that has militated against his success, but at this writing he does not lack a great many points and we hope that he will have secured the business before the 20th.

Mr. W. S. Johnson's Photograph was not received in time for reproduction in this issue of the Boomer.



W. S. JOHNSON

Member of Pacemakers' Club, San Francisco District,  
Elected November 22.

Mr. Johnson's nice little order dated November 22, and C. W. O., secured for him membership in the Pacemakers' Club with a safe margin. The remarkably strong wind-up Mr. Johnson has made in his year's business gives him a splendid record. His present territory is Honolulu where he has done a very satisfactory business.

We congratulate you, Mr. Johnson, on your splendid work for the year and are pleased to have you register a Pacemaker.

W. S. Johnson, of the San Francisco Office, is making an especially fine record on C. W. O. He had one batch, representing four days' work, amounting to seventy points—all C. W. O. This is good, paying, staying business.

We believe that we ought to have a special column for the high boys in this class of business.

W. N. DANIELS

Member of Pacemakers' Club—Atlanta District.  
Elected November 22d.

We are pleased to announce Mr. W. N. Daniels, of Atlanta, a member of the Pacemaker Club, having secured this honor November 22d with 509 points to his credit. Mr. Daniels is undoubtedly known by reputation at least to a large number of our readers as he has contributed several splendid articles to our column. Up to the moment of going to press we have no knowledge of him being investigated by the income-tax commission. Should any of them learn of the success he has had this year he would figure prominently in such a procedure. As a business-getter, Mr. Daniels, we salute you with appropriate manifestations of good-will. We take pleasure in announcing your success, and congratulate you on your splendid attainment.

We have a big, long list of salesmen who we expect to break into the club at most any moment. We have a good notion to publish the list. Perhaps we will next issue.





W. T. MICHAUX

Member of the Pacemakers' Club—Atlanta District.  
Elected December 1st.

Mr. Michaux secured membership to the Pacemaker Club, Atlanta District, December 1st, with 500 points to his credit. This is Mr. Michaux's first visit to the factory as a Pacemaker, but this is perhaps because he has only been with us a little over a year. His work this year, however, convinces us that he will regularly return a Pacemaker each year, and we congratulate the Atlanta Office in its good fortune to annex Mr. Michaux to its delegation, and also congratulate Mr. Michaux on his success.

◎ ◎ ◎

All of the business is not in from San Francisco at this writing but among those who are high and who we expect the last mail to give us enough orders to put them over, are a number of live salesmen, among them are E. R. Byrd, R. J. Coddington, S. D. Stoddard and F. E. Walters. We have Stoddard's word for it that he will be in and all of the others are likely comers.



W. T. SIMPSON

Member of Pacemakers' Club—Railroad Department.  
Elected December 3d.

Mr. W. T. Simpson, who secured membership in the Pacemakers' Club December 3d, with 501 points to his credit, will be remembered as our silver-haired Railroad Representative, who makes his headquarters in Chicago and covers the West. He is popularly known as "Bill", and deserves the title, as he is a good fellow. Mr. Simpson's method of securing business is very graceful and delightful, and its prospects are also inspiring. He has done much to stimulate the tastes of Railroad Magnates toward Bowser equipment, and his good works are appreciated. We salute you, therefore, Mr. Bill Simpson, with every ceremony that is appropriate. We congratulate you on this your second year as a Pacemaker, and trust that you will continue to come back every year.

◎ ◎ ◎

We have been watching with much interest the progress of George Cornell and F. A. Staments, of the Minneapolis District, who have been on the brink of dropping into the Club for the past week. We hope they have put enough points through to total 500.



W. N. DEMING

Member of Pacemakers' Club, Toronto District,  
Elected December 6.

Mr. W. N. Deming, of the Toronto District, won membership in the Club December 6, with 529 points to his credit. Mr. Deming has made a very steady fight for membership and has certainly earned the honor.

He has been with us several years and we are beginning to look upon him as one of our old reliables. We esteem it a pleasure to have him with us at the convention this year and we wish to congratulate you, Mr. Deming, on your year's work. We hope you will be a repeater in 1914.



J. G. ROBERTS

Member of Pacemakers' Club, Albany District,  
Elected December 8.

Mr. J. G. Roberts of the Albany District, joined the Club on December 8, with 504 points to his credit. Mr. Roberts has been doing very consistent work and is well-deserving of the honor he has attained. It is indeed, a hearty welcome that we give you, Mr. Roberts, and congratulate you on your success.

○ ○ ○

Paul Lawther, of the Dallas Office, has sold a total of thirty Red Sentry Outfits this year, which we consider a very good record.

You can do a wonderful amount of work  
in a week if you really do your *dingdest*.



# SPORTING SECTION

## *Pacemakers Please Remember*

All vaudeville acts and other stunts given during the Convention are the only genuine, real and original acts of their kind. Members are cautioned against confounding them with song and dance teams or monologue entertainers commonly operating among the unwary, in the guise of professional actors.

Those who have not paid their annual Pacemaker Club dues, or have been admitted on passes, will oblige the Management by giving vociferous applause and smiling loudest.



This Picture will prepare you for some of the hair raising stories of sportmen's adventures.  
Be prepared for them.

TOP—Left: Two Guides and C. A. Dunkelberg in Center.

TOP—Right: S. B. Bechtel, W. C. Ingel, C. A. Dunkelberg and Son.

LOWER—Left: The Crack Shot of the Organization Barring S. F. Bowser.

LOWER—Right: C. A. Wilding, C. R. Weatherhogg, C. A. Dunkelberg and Judge Vesey.

# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY

S. F. BOWSER & CO., Inc., FORT WAYNE, IND.

Edited by C. H. DAVIES

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS EMPLOYEES

DECEMBER 24, 1913

## BIGGER AND BETTER THAN EVER.

Those who were happily disappointed at the Convention last year may have an opportunity to be thrillingly satiated on January 8th. Larger track, more sensational turns, more natural hazzards and just as many things to hit. Promising indeed. Go to't.

• • •

The magician who performed the wonderful art of picking a hat full of gold coins out of the air at our last convention, desires to negotiate a loan of \$18.00 for a new Dress Suit—Address Prof Watchem.

• • •

There will be a special issue of the Boomer during the Convention which we do most highly recommend. Among our eminent and famous contributors will be:

Tooth Barkington  
Woodyard Kindling

With illustrations by Mike Angelo Casey and Charlie Gano Dibson.

• • •

A ten-round Bout will be put on between Pat. Cashman and Bert Bowser, both of whom are members of the Royal Society of Indian Clubs. Prof. Cashman who has been a teacher of Physical tortures will give special instructions free to members of the Club.

• • •

Clarence Montmorency Carpenter, who was an expert diamond specialist and jewelryman before coming with us, will give expert advice on his old line to Club members free. This is a good chance to get watch you need for watch you can pay. Watchmen's watches and watches watch you watch watchmen with, are his specialty.

## HERE! YOU BOWLERS AND BILLIARD PLAYERS IS A CHANCE TO PROVE

(And Improve)

YOUR REPUTATION.

The Sporting Fraternity will please be advised that Thursday evening is "Sports' Night."

The eight alleys of the Metropolitan Bowling Alleys, 113 East Wayne Street, have been reserved the entire evening for the exclusive use of Pacemakers and Bowser employees.

The committee respectfully suggests to the Home employees that they hold back a little, that is, give the salesmen a chance to win about twenty per cent. of the games, as they can't bowl very well.

• • •

## POOL AND BILLIARDS.

For the benefit of the sports who want to play pool with Kelley, the committee has reserved tables at the Brunswick Parlors, No. 17 East Main Street, second floor, for the entire evening of January 7th, for the exclusive use of the Bowser men. Home employees are invited to participate provided they allow the salesmen to win enough games to keep them in good humor. Remember—Visitors, and especially Pacemakers, must be humored—they are peculiar animals and rare.

Those who desire may play Billiards or Pool awhile and then go over and Bowl and vica-verca.

• • •

## SPECIAL NOTICE.

The ladies who are interested in these sports are especially invited to either of the halls.

• • •

Ye Editor visited Detroit last week and just as "we" stepped out of the depot an auto came whizzing down the street and ran over "us," and just as "we" were getting up, the driver shot, "Look Out!" "We" got up and said, "Why, are yuo coming baeg?"

We'll be blessed if it wasn't Stata." So we jumped in the car and he took us up to the Wolverine Club to watch Jack Herb Armstrong play pool. He gives an exhibition there from 12:00 to 2:00 every day.

Our presence there seemed to 'fuse him so much that he had hard work beating Mr. Morse, the town expert—but he did.



## Special Feature

Armless, harmless Armstrong, the wonder who does the great club swinging act, desires to respectfully announce that he will play billiards or Kelly pool with anyone who has beaten Stata, Little, Rodman, Carpenter, Bechtel, Bleecker or Runyan, and spot them 50 points. He has no time for amateurs.



WELL, WHO DON'T KNOW THAT!

### 1913 PACEMAKERS.

The encouragement about other people is really the greatest encouragement that we have and among the greatest inspirations to us all are the many Pacemakers registered this year.

For our part, we are not hopeless about any Bowser Salesman this year—that is Bowser Salesmen whose work and ability we feel we really know. So much good has been worked out of bad situations that we can't be. It is out of all these serious efforts that the Company progresses and individuals forge ahead.

To the entire organization, we say, "Merry Christmas and a Happy New Year to them all."

### ONE OF THE GREATEST CONTESTS EVER PUT ON.

The Sporting Papers all over the country have given much publicity to the great Bowling Match of Eggleston and Deveraux against any other two men in the organization, which is billed for the Pacemaker Convention. That Dewey and Eggy are good bowlers cannot be denied but whether they can stand the onslaught of such a team as Zahrt and Corey or Hessenmueller and Milliron, is a serious question.

This much heralded match will be a great drawing card, not only because of the skill that will be manifested but because of the prominence of the contestors as well.

• • •

Bob Johnson has a very fine Bull-dog and he wanted to buy it a muzzle. So we walked into the Sporting Goods Store and said: "Let me see a muzzle."

"Here's some," said the clerk, "I just sold one like this to a woman."

"But the kind I want," said Bob, "is for a dog."

• • •

Here's a good one told by J. J. Bradshaw, who is an expert chemist and used to be with a large drugstore firm before coming with us.

A little girl walked into the store for some pills.

"Anti-bilious?" asked the clerk.

"No Sir, it's my uncle," replied the little girl.

You are assistant editor, y'understand? We hope to get out a special issue during the Convention, the principle topic at which will be Pacemaker Club affairs. All who have items of interest on this subject are invited to contribute freely and we will promise to give same preferred position. Send them in.



"I put limburger cheese on the golf ball so I can find it."

### PRESIDENT BENHAM

When Roosevelt and Taft were President the understanding came to be that it became necessary for a man to play golf—go horse back riding—do all sorts of athletic stunts to keep in training.

Some men's exertions are so spectacular as to convince beholders that only superhuman energy could accomplish what they see being done. Other men simply get through a lot of work without such hubbub. President Wilson for example—or our own President Benham's exertions. What one does hear now and then from someone who happens to know, is about the constant flow of fine orders he sends in and the consistent and efficient manner in which he puts them over.

### A VISITOR.

"Is this the sporting department of the Boomer?" The portly person who bore unmistakable evidence of being a live wire paused upon the threshold. "Come right in" we said, indicating a luxurious chair as we offered the stranger a special cigar of our own. "You realize that time is money, what can we do for you in, say about 45 seconds?"

"Getting down to business" he replied, "will you please tell the Bowser Sport that I would have been with them this year if I had had regular territory instead of doing special work, and that if I have regular territory next year, I'll take a fling for the Presidency." "Your word on that is full of interest, would you mind giving us your name?" "Not at all. *Guy Wolford.*" "Oh, then you are the man we thought you were. All right, Guy—good luck to you."

### LOOK OUT FOR ATLANTA.

We are thinking seriously of bringing enough Dixie boys up to the convention this time, so that we can get whatever our little hearts desire, even if it has to be obtained by force.

MANAGER BROWN.

P. S.—We are glad of this hint, as we expect to do a big subscription renewal on the Boomer during the convention and will have considerable cash on hand. We will keep our safe doors locked.

ED.

### FROM DALLAS

Here is a Tip, don't give it away.

When the big Banquet Hall is thrown open, the doors swing wide open at the Pacemakers' convention, the old, familiar scenes will change; the golden glimmer of the drapings, the usual good cheer and the smile that never wears off will be very much in evidence as heretofore but the "regulars" will have to side-step a little. You may look for a little diversion from the ordinary program, "evening dress" and "tip toe" courtesy is all right but keep your weather eye open for Rodman and his ten Texas Rangers who positively will appear in high top boots and sombrero. The "do it now" and "I will" crowd are greasing boots and expect to "shoot 'em up" some between now and the twentieth.

They are a great bunch of steers, but don't worry, they will head in all right. The mud is a little deep but our "Boys" are out after them on Spanish ponies with spurs on. Please reserve Dolan a room on the sunny side as far from the north pole as possible.



**E. C. ETTINGER**

Member of Pacemakers' Club—Minneapolis District.  
Elected December 9th.

It is with pleasure that we announce the election of Mr. E. C. Ettinger to the Pacemakers' Club from the Minneapolis District. He has made a very strenuous battle for the honor and has succeeded in it notwithstanding the fact that he was absent from his territory on account of his illness and illness in his family for several number of weeks in the year.

Mr. Ettinger was a Pacemaker last year and he made the statement that he would be a Pacemaker in 1913 also. That he set out in the early part of the year with this purpose in view and has accomplished it is truly laudable, and is an indication that Mr. Ettinger is a Pacemaker in every sense of the word.

Mr. Lowe's photo was not received in time for reproduction in this issue of the Boomer.

**E. E. LOWE**

Member of Pacemakers' Club—Dallas District  
Elected December 9th.

Dallas has added another member to her growing delegation, Mr. E. E. Lowe having registered December 9th. The "Lone Star State" boys have big doings planned for the convention and Mr. Lowe evidently realized his assistance was needed.

We will be glad to have him participate in the festivities, and will appreciate his company. He is to be congratulated on the record he has made this year, and you can look for him to come back in 1914.

### *The Difference*

The United States Treasurer McAdoo is trying to make the dollar more beautiful. Treasurer Dunkelberg says that phase does not bother him, his job is scheming to make them more plentiful so he will have enough for all those Pacemaker Cash Prizes he will have to hand out.

Mr. McConnell's photo was not received in time for reproduction in this issue.

D. W. McCONNELL

Member of Pacemakers' Club, Albany District,  
Elected December 9.



F. J. CASEY

Member of Pacemakers' Club—St. Louis District.  
Elected December 11th.

Mr. D. W. McConnell of the Albany District, joined the Pacemakers' Club December 9, with 507 points to his credit. Although Mr. McConnell has only been with us a comparatively short time, he has proven his ability with the line by ending this year a Pacemaker.

We appreciate your good work, Mr. McConnell, and are pleased to address you as a member of the club. May you long be with us and enjoy an increasing success each year.

Mr. F. J. Casey, who is a brother of Director Casey, of St. Louis, decided that he would not disgrace the Casey family by failing to become a Pacemaker, so he registered in the Club on December 11th.

Mr. Casey is an enthusiastic and energetic worker, and we are very glad to have his name added to the St. Louis Delegation.

## Confidence

Confidence is assurance of mind, or firm belief in good will, integrity, stability or veracity of another, or in the truth or certainty of a proposition or assertion.

No matter how much experience a man has, the constantly changing conditions make it utterly impossible for him to know what will sell until he tries it, and then he only knows that HE cannot sell it, not that it will not sell. Another salesman may come right behind him and sell the same thing to 50 per cent. of the merchants in his territory.

A man cannot play a game well if he becomes disturbed at every setback. His brain does not work properly under such conditions. A selling game is a game of persuasion and its proper play demands that the mental qualities be under perfect control.

A buyer is constantly and skilfully playing

one salesman against the other, and he is a "gold-brick" distributor of no mean ability.

A poor salesman loses his composure, his nerve, when a buyer gives him a cold stare or frowns a little when the price is given or a proposal outlined. It is not the price that sells the most goods, and it certainly is not the low price that makes money for the house—it is the genius of the salesman which is exhibited in a thousand ways and serves to stimulate the buyer to acceptance.

"The man who has positive assurance of the subject introduced, and gives the facts in an honest and forcible manner, deserves your attention and consideration."

We have exclusive features in our line—see that you present them in an honest and forcible manner so that they will receive the best of attention and consideration.



Mr. Ward's Photograph was not received in time for reproduction in this issue.



J. C. WARD

Member of Pacemakers' Club, Minneapolis District,  
Elected December 11.

Mr. J. C. Ward, the last of the Ward boys, has registered as a Pacemaker and has fulfilled our ambition to have all of the Wards at the Convention.

Mr. Ward works in the city of Minneapolis, where he has been doing some very effective work and is well-deserving of the honor he has secured.

We look forward with much pleasure to Mr. Ward's visit as it has been some time since he was here. As soon as we can get in touch with Mr. Ward we are going to talk about putting him on the program as he is one of the finest monologists in the country. Come right in "J. C.," and make yourself at home.

G. A. STEELE

Member of Pacemakers' Club, St. Louis District,  
Elected December '11.

Mr. G. A. Steele, of the St. Louis District, secured membership in the Pacemakers' Club, December 11, with 504 points to his credit. Mr. Steele needs no introduction to the organization, as he will be remembered as the club's treasurer last year. That he was very proficient in this capacity is evidenced by the fact that there is still about sixty-eight dollars in the treasury, or rather was when he turned it over to the editor for safe keeping.

Mr. Steele, we know you will feel at home while here and we wish to assure you that your visit is indeed a pleasure to us. We trust that your consecutive record as a Pacemaker will never be broken and that we may often have the opportunity to record you among those present at our conventions.

*If things are not coming your way, its a tip that yours is not the right way. We are pleased to note that a goodly per cent of the Bowser Sales Force has two worthy ambitions; one is to be a Pacemaker and the other is to be a Pacemaker Plus.*



**T. H. RHODES**

Member of the Pacemakers' Club, Toronto District, Elected December 11th.

We esteem it a great privilege to register Mr. T. H. Rhodes as a Pacemaker this year and we feel that the Toronto District, as well as the convention is indeed fortunate in adding his name to those present.

Mr. Rhodes will be remembered as Vice President of the Club last year. That he did not secure membership earlier this year is due to a number of severe ordeals and instances that were beyond his control.

In the earlier part of the year there was severe illness in his family which caused him to be absent from his territory for a number of weeks. Notwithstanding this Mr. Rhodes got back into his territory at the earliest date possible and worked with heroic vim and vigor. He made great headway and was doing a splendid business, making drives in every direction covering his territory like a blanket.

On one of his drives about six weeks ago, he met with a terrible accident, which nearly cost him his life. He figured in an automobile accident which resulted in throwing Mr. Rhodes violently into the air and when he landed he fell across a barbed wire fence, his neck striking the top strand of the barbed wire and cutting him from ear to ear. This confined him to his bed for some time, but his sheer determination and grit enabled him to soon recuperate and before the scar was healed, he was back into his territory with only a firmer resolve to dare and to do.

Since the accident he secured over \$3,000 worth of business. His strenuous efforts were crowned with success, as all well directed efforts are sure to be and it is with great pleasure that we salute him a Pacemaker.

Mr. Rhodes is a ready order writer and an exceptionally interesting speaker. He took an active part in our entertainment last year and we look forward with much pleasure to having him with us once again.

Mr. Rhodes, you have put forth a heroic effort, which has been crowned with success. We congratulate you and our hats are off to the man who has proven himself every inch a Pacemaker. May you long continue with us with an increasing success each year.



Mr. Kinsley's photograph was not received in time for reproduction in this issue of the Boomer.

Mr. Lea's Photograph was not received in time for reproduction in this issue of the Boomer.

**G. S. KINSLEY**

Member of Pacemakers' Club—Atlanta District.  
Elected December 12th.

M. George S. Kinsley, of Atlanta, joined the Dixie Delegation of December 12th, with 505 points to his credit.

M. Kinsley is to be especially congratulated in securing membership in view of the fact that he has been on the territory not more than seven months, and that it required the most intense work to qualify.

We are glad to announce that he will be with us and you can look for him to be at the convention next year, for he is a boy that "can come back".

**J. W. LEA**

Member of Pacemakers' Club, Fort Wayne District,  
Elected December 16.

On December 16, Mr. John W. Lea, of the Fort Wayne District, secured his order, which gave him 501 points and made him a Pacemaker. Mr. Lea has been connected with the Fort Wayne District since January 2, 1912, and has always secured a good business. He has celebrated his second anniversary with us in a very fitting manner by becoming a Pacemaker.

"Uncle Jawhn" refused nomination for Governor of West Virginia, preferring to be a Bowser Pacemaker.

We congratulate you Mr. Lea on your good work and we are delighted to have you with us as a Pacemaker.

Always bear this in mind: No matter where you are located whether it be anywhere in the U. S., the great domain of Canada or on the other side of the Pond, the company knows about you, is deeply interested in and is solicitous for your welfare and success.

Its special desire is to see you become a Pacemaker, for it means you are an individual success and making progress, which means profit.

The greater your prosperity, the greater the company's gratification.



R. S. JOHNSON

Member of Pacemakers' Club—Engineering Sales Department, Elected December 16th.

Mr. R. S. Johnson, who is commonly called "Bob" among his friends, needs no introduction to our readers as he will be remembered as one of the Tablet Men of last year, and can be identified among the winners of many of our best sales contests.

We are very glad to have Mr. Johnson register and congratulate him on the splendid record he has made this year.

#### STODDARD WILL BE THERE.

Portland, Ore., Nov. 28, 1913.

Mr. C. H. Davies,

Boomer Editor and Corresponding secretary,  
My Dear Mr. Davies:—If my health holds out, you will have the chance to publish my photo as a 500-pointer and I will kindly ask that you use the photo I had taken for S. F. B. & Co. at the time of the 1912 convention, as the old one you have of me is a disgrace to so great a publication as the Boomer.

Yours truly,

(Signed) S. D. STODDARD.

P. S.—By the way, Mr. Davies, see that the cup is packed up in good shape for the trip to San Francisco.

We did not receive a photo of Mr. Evans in time for publication in this issue of the Boomer.

C. B. EVANS

Member of Pacemakers' Club, St. Louis District,  
Elected December 18.

Mr. C. B. Evans, of St. Louis District, won membership in the Club December 18 with 513 points to his credit. Mr. Evans came with us May 27, 1910, but his services were interrupted for a short period, during which time he was in the dry cleaning business. We therefore look upon Mr. Evans as one of our old salesmen from point of service. He has always done a nice business, but this is one of his most successful years and he is to be most highly congratulated on ending the year a Pacemaker.

Mr. Evans, we will enjoy your being at the convention as much as you enjoy becoming a Pacemaker and we hope that you may have an uninterrupted series of years a winner with us.

When you sell a Bowser Outfit you hand-out with it a bag of gold. To some the gold represent some saving in oil and time, to others, new business they will secure. No matter which of these it is, each purchaser gets his bag of gold. It goes with the outfit.



Mr. Nelson's Photograph  
was not received in time for  
reproduction in this issue but  
will appear in a later edition.



**J. D. MURPHY**

Member of Pacemakers' Club, Minneapolis District,  
Elected December 13.

The Minneapolis District has secured another representative for the Pacemakers' Convention in Mr. J. D. Murphy, who qualified for membership December 13th, with 509 points of business to his credit.

Mr. Murphy has made an exceptionally fine race for the Club, and is to be congratulated on securing membership at this date. He has written some very good business, and made a record-breaking finish for the Club.

Mr. Murphy has always been a persistent worker and has well earned his seat at the Pacemakers' Banquet.

We are glad to have him join the Minneapolis delegation and his many friends wish him continued success.

**R. H. NELSON**

Member of Pacemakers' Club, St. Louis District,  
Elected December 19.

Mr. R. H. Nelson, of the St. Louis District, secured membership in the Club December 19 with 560 points to his credit, and his name is not a new one to our readers as his good work has often been mentioned in the columns of the Boomer. He has made a good sales record this year and to end it a Pacemaker is a fitting finish.

We congratulate you Mr. Nelson on your good standing and hope that you will be one of the first to "come back" in 1914.

It has been said, "A drop of ink makes millions think."  
Quite true but it has to be used for signatures at the bottom  
of clean orders and in goodly numbers to make Pacemakers.

## BOWSER SYSTEMS AN INDUCEMENT.

In talking with prospects our salesmen often state to grocers who put up the argument that "they soon expect to sell out". That is no good reason for failing to install a Bowser. The purchaser of Bowser equipment increases the value of his store and it gives it a modern and up-to-date appearance. It emphasizes the fact that the manager is progressive and a wide-awake dealer. It establishes confidence in his patrons and is bound to increase his oil business.

Furthermore, for the merchant who is expecting to sell out, it will enable him to more rapidly secure a buyer. He will then be able to offer a modern and up-to-date store and he can always get his money out of the equipment in the turn-over for the fact that he has time and labor-saving devices will enable him to add to his selling price.

This same line of argument also holds good with public and private garages. Garage men often state that they expect to dispose of their garage interests and locate where they will have larger quarters. Sometimes a private garage prospect will state that he expects to move into a suburban home and does not care to put any great expense on his city property. The fact that he has a modern private garage with Bowser equipment will be an inducement to the purchaser in the same proportion that hot water or steam heat and tile bath will induce them to make a purchase.

That the public realizes, and that there is a demand for Bowser equipment in all lines is evidenced by the great demand.

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The following "ad" was taken from the Toronto Evening Telegram, which had for sale a fine residence in one of the choicest residential parts of the city; that the garage is equipped with a Bowser tank, is indeed an inducement to any purchaser.

Here is the ad:

\$14,500—VERY special. Avenue road Hill, south of St. Clair, ten-roomed bungalow, in very pretty location, two bathrooms, three very large verandahs, garage with Bowser tank, many very fine features, recently reduced from eighteen thousand to effect immediate sale; we strongly advise immediate inspection.

This point is one well worth remembering and we suggest that you use it where it will apply.



E. P. DOLAN

Our old friend, E. P. Dolan, of New Orleans, is specializing on high class private garage equipment. He is still very much on the job, continuing to sell Cut 41's complete.

We have before us his order No. 550, good for six points, to which was attached a memorandum stating the purchaser was good for anything he will buy, being president of a large company. He is building a home and is going to have a model garage, and the Bowser outfit will cost him more than the garage, but as the purchaser says "Bowser stored gasoline is more important than the garage itself."

## DOWN IN LOUISIANA.

It's down in Louisiana

Where they never have the blues,  
Where the Captain kills the Colonel  
And the Colonel kills the "booze";  
Where the horses they are pretty,  
And the women they are, too;  
Where they shoot men just for pastime  
When there's nothing else to do.

Where the blood runs like water,  
And the bullets like hail;  
Where every pistol has a pocket  
And every coat has a tail.  
Where they always hang the jury,  
But never hang the man;  
Where you call a man a liar,  
And then go home, if you can.

Where you go out in the morning  
Just to give your health a chance,  
And they bring you home at nightfall  
With a buckshot in your pants;  
There the owl's afraid to holler,  
And the birds don't dare to sing,  
For it's the duce in Louisiana—  
There they shoot 'em on the wing.















